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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

7 JANUARY 4, 1930 No. 1

Weekly Program

Time—January 7, 1930, 6:15 P. M.

PLACE—Western Women's Building, 609 Sutter Street.

BUSINESS MEETING

Please make reservations early at the Club Rooms—Prospect 8347.

Coming Events

THURSDAY EVENINGS—Open House 8 o'clock.

January 9—Hostesses: Emma Gries, Hazel Ramon, Margaret Brandt, Ruth Stevenson.

SECTIONS

Book—Second Monday, 7:30.
International—Third Monday, 7:30.
Civic—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

JANUARY 7
A VERY IMPORTANT BUSINESS MEETING

1. Report of Nominating Committee.
2. Vote on Amendment to the By-Laws.
3. Action to be taken under motion postponed from last Business Meeting.
4. Selection by members, of Election Board (5) in connection with Election of Officers in February.

On January 2, Mrs. Irma M. Burlingame completed four years of faithful service as Executive Secretary of our Club. She came to us on the high recommendation of Dr. Susan H. Hamilton; she first served during Miss Lord's administration; then Miss Reed's and Miss Heim's. Mrs. Burlingame has been invaluable to the administration of this year. Her keen perception, fine sense of Club organization; her loyalty and constant desire to serve each member of the Club are attributes that are truly appreciated by all of us. In a personal way, I wish to express my own appreciation for the privilege of working with Mrs. Burlingame this past year.

MAY F. RILEY,
President.

Do you remember the childish taunt, after "Eeny, Meeny, Miney, Mo" had been counted, when the one who was chosen last would say: "The first is the worst; the second's the same; the last's the best of all the game"? If we change it to read: "The first was good; the rest the same; the last the best of all the game," we sum up the Thursday evenings of 1929.

No matter how much we may enjoy all the other affairs throughout the year, each delightful in its own way, there is something about getting together in our Club Home at Christmas time, that seems to appeal to our "home keeping hearts," as our President said in her greeting to us last Thursday evening, December 26th.

About one hundred and sixty members and guests attended the Christmas party that night, so there was a lively gathering in the Club rooms before the program started, and it was good to hear the cheery "Merry Christmases" and "Happy New Years" being exchanged on all sides.

The color scheme of our rooms—soft green walls, neutral furniture, lovely dull reds in the rugs, and touches of brighter reds in wall hangings—lends itself especially well to Christmas decorations, and we hope that many members who could not attend the party were able to glance in through the week, to see how festive we were, with red bells, red candles, Christmas greens; the tiny trees on the book cases, and the beautiful big tree that reached from the floor almost to the ceiling, which was unusually artistic in its holiday dress of all red ornaments and silver rain.

At 8:15 we stepped next door into Merrill Hall, where Jeanne Goodwin, Chairman of the Hostess

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Second Vice-President .....Lilian Elias
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Treasurer .....Jean Kerrison
Auditor .....Belle McDonald
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International .....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Committee, welcomed us in her quiet, gracious manner. Then our President, Mrs. Riley, spoke of the many friendships made and fostered by Thursday evening contacts, and expressed, as a New Year's wish for the Club, a hope for the continuance of such friendships through various Club channels.

We were entertained first by the Dramatic Section, grouped on the stage, talking informally about the sort of thing they thought Club members might like for a day-after-Christmas program. Then they demonstrated their ideas, and, incidentally, their versatility, as they gave us Shakesperean drama; Christmas rhymes; a lesson in bridge; a permanent wave demonstration in pantomime, and an Irish dialogue.

The audience was panicky for a moment, but intensely relieved when the Ouija Board said that Belle McDonald would never be "axed"! No matter how good "himself" might be, the Club simply could not spare Belle for any man.

"Garrulous Gurty" was the originator of the dramatic stunts, which certainly were clever, and, as usual, very well given.

Then the Choral Section, most attractively dressed in white, directed by Mrs. LeRoy, a accompanied by Merle Curington, gave a two-p cantata—"On to Bethlehem." The music in self was beautiful, and the girls sang exceptio ally well throughout—solos, duets and full cho parts.

After the program, cakes and coffee we served, and old Santa himself was there, not person, but in pictures on the Christmas-y cre paper aprons, capes and caps worn by the hostess of the evening, Mary Fennig, Frances Eagan a Virginia Merrill.

It was truly a lovely party, and for those w could not be there, we pass on the resolution giv by Jeanne Goodwin, as it so typifies the spirit our Club:

Resolved:

To keep my health.
To do my work.
To live.
To see to it I grow
And gain and give.

CELIA A. O'BRIEN.

BOOK SECTION

Last time we welcomed some new members, Mi Lillie E. Tufts, Miss Elsie A. Miller, Miss Ire Bock, and Miss Mildred Adams.

Miss Tufts told us of two interesting Christma books she found in the Western Women's Clu Library: "The Doctor's Christmas Eve," b James Lane Allen, and "The Bride of the Mistl toe."

We were also glad to welcome Mrs. Carmer, wh was absent because of illness, last time. Our sub jects were War and Crime stories, and Mrs. Ca mer told us some interesting psychological facts i connection with these two topics.

Miss Howie was absent, and Mrs. Riley read t us her splendid paper on "All Quiet On the West ern Front," by George Remarque.

Mrs. Woodruff (see, Ethel, I spelled it right thi time) talked to us of Edward Tasker's book "Grimhaven," and we discussed it and him Then there was Miss Kelly's offering of all th latest books.

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GURTY'S GARRULITIES

HAPPY NEW YEAR! Make it happy
With endeavor—work, well done;
'Do your bit,'' and ''make it snappy,''
As the sands of time are run!
Old year's gone—its joy and sorrow
Have been lived, through smile and tear;
Now let's face the bright tomorrow—
Glad that NINETEEN-THIRTY'S here!

Today—the holidays are behind us; we start a esh year with resolutions—vague or definite. Never again,'' however, usually develops ''until e next time.'' Looking backward, seems that 929 was a delightful year. Politically, the ountry had no eruptions; civic-ly, we sailed rough without wreckage; and, socially (in our lub), all was congenial.

Christmas was the most festive of my recollec- ons, and inspiring. Cheery decorations and ghts created an atmosphere of gayety and joy. n epidemic of good-fellowship seized us all, and ur dear old weather man sprayed us with sun- ine.

I got the usual unnecessary gifts. Boy friends nt me gloves and hosiery; the gloves a delicate mon tone—the cleaner's ally; the hosiery sheer nd creamy—Ugh! Back went both and, to my mazement, the cost of both warranted double of oth. That's a Scotch trick!

I got so much I don't use—will somebody lease hold a rummage sale!

My cards were multitudinous—and thrilled me through and through.'' Our Dramatix seemed o tickle the populace. The Impromptu-I showered aterial affection upon me, and my New Year's ve party effervesced a happy night and, some- ow, I am impressed with a bit of verse. You ay dub me a sob-sister today—yet you, too, may njoy it:

The Crossing

When I shall be called to make
That inevitable, silent crossing,
I shall beg to linger—
While I look indelibly on scenes
I have loved long and passionately (S. F.),
And I could carry them,
Like sweet incense,
Within my heart—
The glory of dawn and twilight,
The quietude of starry nights,
The clasp of friendly hands (our Club),
The tender voice of love . . .
Then, as my bark forsakes familiar moorings,
I will go, taking these memories
I have loved,
So that Heaven's beauties
Seem not too strange.
Dass'al.

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CLUB NOTES

D. R. WITHERS

Louise Smith sends Christmas greetings to Club members from Cruzatte, Oregon.

Miss Helverson, of Billings, Montana, has been visiting in the city for a couple of weeks, and called at the Club rooms to visit with Mrs. Burlingame and Club members.

Ida Reed spent the holidays with her sister and her "boys" at Davis.

The coldest day of the winter could not keep Nell Palmer away from the Club, as she was in chatting with Mrs. Burlingame Friday, and looked fine, and as if Santa had been most generous toward her.

Lillian Palmer and Emily Williams are very busily engaged these days building a bungalow on Lillian's mother's lot in Los Gatos.

Wedding bells and Christmas bells ringing out so closely together.

Mary Jackson was married November 30 to Mr. Gustavus A. Rowden, and on December 26, sailed for Portland, where they plan to spend part of their honeymoon.

The Club members all join in wishing Mrs. Gustavus A. Rowden a great deal of happiness.

Mrs. C. A. Simmons played Santa Claus to the book readers, and presented the library with a year's subscription to the *Woman's Home Companion.*

Karoline Murray, mother of Rita Murray, sent Christmas greetings to the Club members.

GOVERNMENT CONFERENCE CENSUS OF MANUFACTURES AND DISTRIBUTION

It was my privilege to be the delegate from this Club at the Census of Manufactures and Distribution held here December 19th. This was one of seventeen regional conferences held throughout the nation to secure the co-operation of trade associations, commercial enterprises and service clubs in the taking of the forthcoming census. The meeting, at the Fairmont Hotel, was attended by representatives of such organizations within one hundred miles radius of San Francisco.

I would estimate an attendance of over 200, of whom, perhaps, twenty were women.

As your delegate to that conference, I wish to report as follows:

The leaders who spoke at this industrial statistical conference were: John E. Palmer, Census Chief; Dr. Frank N. Surface, of the Department of Commerce; Mr. R. E. Fisher, Vice-President of the State Chamber of Commerce; Mr. E. B. Field, President of the Oakland Chamber of Commerce. The presiding officer was Mr. A. M. Newall, President of the San Francisco Chamber of Commer Space does not permit the elaborate notation the two-hour session, so I shall instead, set do some notes that I made of significant observatic made by Mr. Palmer, Dr. Surface, and Mr. Ne hall.

Dr. Frank Surface: We are witnessing mo economic changes in a single year than our fathe saw in a lifetime. . . . Acceleration is necessa to business. . . . The key to business is an ev increasing stream of facts. . . . The most i portant problems are not those of production b of distribution and marketing. . . . Lack of stat tical information has handicapped business. . . Constructive thinking is the one great force th makes for progress in business (I underscored th last remark!) . . . This census is being unde taken at the demand of business. It is not som thing the government is demanding for its ov purposes. . . . President Hoover requested t National Advisory Council to find some o equipped to direct such a census. They foun that person in Mr. John E. Palmer, an attorne by profession; he was then appointed by Secreta of Commerce LaMont.

Mr. John E. Palmer: First time in history the United States when business men have utilize the Federal Government in promoting busines . . . The 15th Census Act (approved June, 1929 provided for a census of manufactures and di tribution in addition to population, agricultur irrigation, drainage, unemployment and mines. . . Census will be taken in January. . . . Its objec is that waste in production and distribution sha be eliminated and the full fruit of labor share by all business, large and small. . . . To that end co-operation is asked in giving complete informa tion on forms that will be furnished.

(*To be continued*)

A PERSONAL MATTER BETWEEN YOU AND ME

there could be a little business whenever you make a trip by train, boat, bus or plane.

I could save you a good bit of bother and you could send a bit of commission my way. The transportation companies have it all fig red in anyway, so there is no saving in buying direct.

Often there is more than one route to your destination and I can get you the information on all of them and save you a lot of time. And sometimes I know little tricks that save you money, too, that you may overlook.

So, whether your destination is
MILPITAS or MESOPOTAMIA

come in and see me. Call me up and I'll be glad to stay after five.

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ol. 7 JANUARY 11, 1930 No. 2

Weekly Program

NO MEETING

Tuesday, January 14, 1929

Coming Events

THURSDAY EVENINGS—Open House
8 o'clock.

January 16—Hostesses: Elsie Monte, Lillian Van Laanen, Grayce Dempsey, Lillian Howie.

SECTIONS

***Book*—Second Monday, 7:30.**
***International*—Third Monday, 7:30.**
***Civic*—Fourth Monday, 7:30.**
***Dramatic*—Second and fourth Tuesdays, 7:30.**
***Swimming*—Wednesday, 5 to 9.**
***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

REMEMBER!

January 13 is "Book Section Night" all day. s we hear so many say that the Book Section is ne of the advantages that attracted them most hen coming into the Club, may we offer as one of ne New Year resolution suggestions: "Attend he Book Section every month."

It is most instructive, and at the end of 1930 ou will feel that you have quite a large saving of nteresting knowledge in your memory storehouse, here moths and rust cannot destroy, and where hieves cannot break through and steal. It will be principal that you can always keep, and the nore you use of it the more interest will you raw. In fact, it is an ever-growing principal.

We are going to discuss the books received at hristmas time. Mrs. Carmer is going to give us paper on suggestions for critical reading. You ust can't afford to miss that.

Our topic is Vagabonds of Literature and riters of that character, of which there is Richard Ialiburton-Waldo Frank. Mrs. Riley is to give s her impression of Walt Whitman, and Miss ornelia Seeley is talking about Robert Louis tevenson. Miss Lord chose Thoreau to talk bout, and Miss Jeanette Doub chose Jeffers. Now, come one and all, and Miss Elmina Kelly ill tell you all about the new books.

C. A. R.

DRAMATIX—FIRST CALL FOR 1930

Tuesday evening, January 14—our first meeting f the year. We have been so engaged in discusion and preparation for the holidays that it has been some time since we read a play, and I believe it will be an enjoyable evening. We will read Eugene O'Neill's latest play, "Dynamo," which is a conflict between religion and machinery. It may not be a happy digest, but O'Neill never fails to serve morsels for thought.

GERTRUDE D. TUBBS, Chairman.

INTERNATIONAL RELATIONS

The officers and members of the Kumtuks Club extend hearty Christmas Greetings and best wishes for the New Year.
Victoria, British Columbia.

WE LIKE THIS!

BUSINESS AND PROFESSIONAL WOMEN'S CLUB
BURLINGAME, CALIFORNIA
1233 PALOMA AVENUE,
December 23, 1929.

SAN FRANCISCO BUSINESS AND PROFESSIONAL WOMEN'S CLUB:

I wish at this time to tell you how much I have enjoyed THE BUSINESS WOMAN. You are to be complimented upon the interest sustained, the wit, good humor and friendly spirit. I always look forward to the next number.

With best wishes for Christmas and for a year filled with worth while accomplishments.

Cordially yours,
MABLE S. GREGSON,
President.

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IMPROMPT-I

How about a little walk—that deferred one from last time? 'Member we deflected and via motor went to Lakeside for breakfast. Now, on Sunday, the 12th, let's meet again at the same place—entrance to Golden Gate Park—end of the Geary carline, Tenth Avenue and Fulton, at about 10, because it might be a bit cold earlier. I'll be there, even if it rains, 'cause "walking in the rain" is great fun. When we reach the Chalet—well, you know me—I'll order three eggs! And eat them! All members received with open arms by

THE IMPROMPT-I.

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GURTY'S GARRULITIES

How quickly a municipality makes a clear-awa It downpours—cessates; presto, streets dry as b magic; Christmas festoons, lights abound; on th morrow, gone; streets are littered with serpentin confetti—a veritable mire; at daybreak, not vestige. That IS efficiency. Once-in-a-while w "know how."

Changing appetites: When Kolb and Dill pr sented "Now and Then" years back, it appeal as one of the best they had done; seeing it t day—it appears flat, lacking in punch; I wond how I ever thrilled Then and not Now. Query Is it they, the show, or me?

The English Newsies admit Woman is takin the lead as a novelist in Merrie England. She ha yet to cope with he-man in painting, music, hi tory, poetry, philosophy—but in the novel, sh colors the scene. Give us time, Johhny Bull, we' catch up to you in every line.

There was an intelligent frau,
Who incited her sister with "Now
Let's out-rival the men,
In the use of the pen";
So they all started writing,
AND HOW!

Advocates of the thirteen months' calendar, an the daylight saving measure, right on the trigger Both measures seem attractive! IF, we draw a additional month's pay—all to the gravy!

Sitting in the "Dowagers' Row" at Marl Hopkins, eye-ing 'em over. That's Indoor Sport Gowns amazingly unbecoming! Almost backless trailing the ground—gave me hysteria for fear th very scant array would slip off completely. Other fitted in queer fashion, and were dead-give-aways o your plump short-comings. Why will we permi these ugly fashions to be thrust upon us?

Sales sometimes heart-rending. Not long back I handed over $13.50 for some "dogs," and now the same family basks in the window display a $9.85—wouldn't that cause a bark?

Oh, to be a Junketeer! Firstly, you pass th political bunk and get into the Supervisora Arena, and then you pass the dough and get int a free trip for your health! Some New Yea Party—gives me an idea, perhaps we could put on over next year—eh, what!

Mary S.: "Gurty sang that song in a haunting manner."

Nell: "Do you think so?"

Mary: "Sure; there was just the ghost of a re semblance to the original air."

Do-re-mi—Dass 'al.

CHOES FROM THE STATE BOARD MEETING of the ALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

SACRAMENTO, CALIFORNIA,
January 5, 1930.

Our own Ida M. Reed, President of the State deration, presided at the second State Board eting in her usual "snappy" way, and transed an immense amount of business in the least ssible time.

Owing to the illness of the Sacramento State esident, Mrs. Biegle, Miss Anne Duffy presided the Sacramento Club, and received approxitely seventy guests from the State, and made ir stay most enjoyable. Mr. Meek represented vernor Young in an address of welcome.

To those arriving in time, an informal dinner s served, Saturday, at 6:30 p. m., in a private ing room of the Senator Hotel. Afterwards, Sacramento Club arranged a delightful party their Club rooms.

San Francisco was represented by:
Ida M. Reed, President,
Caroline Bachich, Secretary,
Margaret Mary Morgan, Past President,
Z. Clements, Past President,
Annie Little Barry, Parliamentarian,
Sophie Root, Director,
Jean Doub, Member of the Legislative Comttee,
Dr. Rae Morrow,
Lydia Floan,
A. H. Brace.

It was voted by the Board to discontinue the ng Contest, and the silver cup contributed by argaret Mary Morgan was transferred to the Membership Committee. Miss Clements offered a cup to the district securing the largest number of Club memberships.

The Endowment Fund was generally discussed. No definite action was taken by the Board, but the general consensus of opinion was that the purpose of the Fund should be changed at the next general convention in Asilomar and some purpose agreed upon that would more generally benefit the individual members of the Federation.

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CLUB NOTES

D. R. Withers

Quite a large group of our members attended the State quarterly meeting of the Business and Professional Women's Club at Sacramento.

Ida Reed is taking Margaret Mary Morgan, Callie Bachich, Annie Little Barry, and Ida Brace.

Gertrude Tubbs, Jeanne Goodwin and Blanche Newton are going with Z. Clements in her car.

Lydia Floan prefers to travel by water since she went to Honolulu.

M. Whaley and Meta Bolte are going by train, Sunday a. m.

Rae Morrow, Sophie Root, Sara Ann Magill, and Jeannette Doub are leaving Saturday, and they, too, are going by train.

Thirty-one of the Club members formed a dinner party at the Western Women's Building on New Year's Eve. After dinner, to the theatre, and then they stopped in at the St. Francis Hotel and joined the merrymakers there, then on down to Milligan's, where they again mingled with the New Year throng.

The following Me-n-U was enjoyed by all, as one can guess by reading it:

1929

Margaret Mary's Moiety (Appetizer)	Trixie's Temptation (Spudatoes)
Gurty Gurgles (Soup)	Lydia's Little Loves (Peas)
Tillie's Trifles (Relish)	Aggie's Aggregation (Salad)
Sarah's Smiles (Liquor)	Johanna's Joy (Pudding)
Charlotte's Choice (Rolls)	Carita's Caresses (Cake)
Jean's Juicy au Jus (Roast)	Blanche's Baby Black and Eleanor's Elegance

1930

CONTINUATION OF REPORT ON MANUFACTURERS' CONFERENCE

. . . By October complete details of the result of the census will be released for use by manufacturers and distributors in solution of their production and marketing problems. . . . Asked that delegates present communicate with Government for further instructions.

Mr. A. M. Newhall: Stressed importance to this community, and asked co-operation of all organizations in furnishing data in their possession. . . . Emphasized that all data given would be held strictly confidential. . . . No data that would identify facts with names of individuals or concerns would be made public. . . . Information furnished can be only used for statistical purposes for which it is supplied. . . . . "San Francisco, will, I know, do its full duty in this important matter of census taking."

As your President, I have written, asking for suggestions as to the manner in which our membership may co-operate in this vital project. We appreciate the honor of being asked to send a representative to this Conference, and trust we shall have the further privilege of supplying any information that may be useful.

May F. Riley,
President.

LITTLE ADVENTURE

Lo, there cometh to the ears as the rain come to the rooftops a sound of musics which is yet n quite musics, but a great tinkling as of ma bells and a great clashing as of many cymb and withal a great rhythm even as the going fo ward and the returning backward of the Mer Go-Round.

And behold, there cometh a man from a land f distant who plaeth with feeling most melodio upon an instrument of but one leg and many not within a box; and with him goeth a little one w is like unto a man, but is not like unto a m but is a monkey.

From many places cometh the young maide and the younger youths, but from one place or cometh a young philosopher who saith:

"Hail, little brother. Is there not kinship b tween my kind and thine? For, verily, thou a chained and follow not thine own desires but t desires of thy master. And by the sweat of t brow must thou earn thy bread.

"And furthermore, thou pretendest to be wh thou art not. And would rather be what thou a not. But being what thou art, thou doest tho things which thou seest others do, and not tho things which thou thyself might do.

"We be, moreover, thou and I, of the Bandi log, who planneth great things and would great things, but on the morrow those thin which we would are remembered not, and we pl new things; so all the time is taken with plannin and there is no time for doings.

"And in thy eyes, little Brother, is a great so row, for thou who would conquer all doeth not ing. And yet, my brother, thou art mightier th the mighty, for thou makest the little children laugh. And where thou hast failed thou ha conquered."

And he who playeth upon the instrument of o leg taketh away the little brother of man a maketh him to do all his pretendings.

—Djan the Younger.

COMMUNITY CHEST CAMPAIGN HEADQUARTERS

Post at Mason Street

January 2, 1930.

Community Chest disbursements for social a welfare work in San Francisco during the mont of December amounted to $224,442.91—an increa of $26,179.12 over November.

This announcement was made this week b Selah Chamberlain, Chairman of the General Ex cutive Committee, while Chairman Leland W. Cu ler and members of the Campaign Committee co tinued mobilizing volunteer teams to solicit 193 maintenance funds from February 24 to March

The heaviest disbursement of the month wa made for family and general relief, agencies i this group expending $94,071.65—an increase o $13,196.54 over the previous month.

Allocations in the five distinct classifications o welfare work follow:

Care of Dependent Children	$ 22,664.8
Family and General Relief	94,071.6
Protective Work with Young People	6,732.1
Clinics and Health Agencies	50,281.5
Recreation and Character Building	50,692.6
	$224,442.9

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 JANUARY 18, 1930 No. 3

Weekly Program

DINNER

TIME—January 21, 1930, 6:15 P. M.

PLACE—Camp Fire Girls' Clubhouse, 325 Arguello Boulevard (between Cornwall and California Streets. Take No. 1 or No. 2 street car).

PRICE—$1.25.

LIMIT—Fifty. Make reservations with Mrs. Burlingame.

Coming Events

THURSDAY EVENINGS—Open House 8 o'clock.

January 23—Hostesses: Charlotte MacCuaig, Margaret Menary, Elma Bailey, Mildred Adams.

SECTIONS

Book—Second Monday, 7:30.
International—Third Monday, 7:30.
Civic—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45. At Club Rooms.

NOTICE

The Nominating Committee have submitted the ollowing names of members for election to offices f our Club for the coming year, election to take lace in the club rooms, Tuesday, February 4, 1930:

President—May F. Riley.
First Vice-President—Ethel L. Maxwell.
Second Vice-President—Jeanne B. Goodwin.
Secretary—Jean Kerrison.
Treasurer—Blanche I. Newton.
Auditor—Gertrude Mowder.
Directors (two to be chosen)—Bertha J. Dale. Hazeldean Mitchell, Mary F. Mooney, Celia A. O'Brien, Marie Whaley, Ethel L. Woodruff.

Your attention is respectfully called to Article XI, Section 3 of the By-Laws, as follows: "Any wenty-five members of the Club may compose an lternative ticket of candidates for the Board of Directors and Officers upon their signing the same nd filing it with the Secretary of the Club at least wo weeks before such annual meeting of the Club, nd the list of the candidates so proposed shall be osted upon the Bulletin Board by the Secretary ithin two days after filing, and thereupon such lternative list or ticket shall also be voted upon at uch annual meeting."

RAE MORROW, Secretary.

AMENDMENT TO BY-LAWS

At the Business Meeting of January 7, 1930, the ollowing amendment to the By-Laws was unanimously adopted:

"The regular meeting of the Club shall be held n the first and third Tuesdays of the month, and n any month having five Tuesdays, a regular meeting shall also be held on the fifth Tuesday, holidays excepted. The place and type of meeting shall be determined by the Board of Directors. The first regular meeting of each month shall be the regular business meeting of the Club. The annual meeting shall be the first regular meeting of February, unless specifically provided to the contrary. 'Regular Meeting' as used herein shall mean the regular meeting specified regardless of whether it shall be a business meeting or not."

RAE MORROW, Secretary.

REPORT ON CHRISTMAS WELFARE

As has been the custom in the past, the Christmas Welfare Committee immediately after the first of December made its usual appeal to the membership for contributions for the club's Christmas work, and set to work considering a large number of cases which had been reported to us as being worthy of our attention.

As a result of this appeal, the committee had at its disposal, including last year's balance, the sum of $425.22, a considerable portion of which was raised during Christmas week. The total disbursements amounted to $378.79, leaving a balance of $43.43 after the payment of all bills with the exception of that for electric lights, which has not as yet been received from the Pacific Gas and Electric Company.

Baskets and dinners were packed for fifty-four cases, representing ninety-four adults and one hundred and fifty-two children. As usual, chickens (plenty for all), fresh vegetables, canned milk, canned soup, sugar, canned tomatoes, macaroni, noodles, oranges, apples, candy, popcorn, cake and jellies were included.

The personnel of the committee was Johanna

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Associate Editor.....Mary Baker
Contributing Editor.....Gertrude Tubbs
Club Reporter.....D. R. Withers
Treasurer.....Marie Whaley
Advertising.....Josephine Rudasill

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Second Vice-President.....Lilian Elias
Recording Secretary.....Rae Morrow
Executive Secretary.....Irma Burlingame
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Auditor.....Belle McDonald
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Dramatic.....Gertrude Tubbs
Book.....Mary Kelly
International.....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Heim, Gertrude Mowder, Belle Banz, Nettie B. Smith, Agnes Bowyer, Jean Kerrison, Lillian M. Hall, Jeanne Goodwin, Blanche Newton, Carita Rogers, Persia Briggs and Mae Barr Long as chairman.

To Coldwell, Cornwall & Banker we are again indebted for the store used as headquarters for this work.

To those members of the club who, by their contributions, make this work possible, we wish to express our thanks and gratitude for their generosity. Some day, in some way, the good that is made possible through your efforts will come back to you.

MAE BARR LONG, Chairman.

CIVIC SECTION MEETING

Will hold our regular meeting on Monday evening, January 27th, in the Club Lounge, at 7:30 o'clock. We are happy to announce that after repeated efforts we have succeeded in securing Mrs. Parker S. Maddux as our speaker, and her topic will be announced next week.

Mrs. Maddux is one of the best known women in civic affairs in San Francisco. She has been a member of the City Planning Commission since its formation, and for some time past has conducted the Current Events reviews at the Women's City Club.

Because of the prominence of our speaker and the fact that this will be our last meeting of the fiscal year, we are anticipating a large attendance. All club members are invited. Please reserve the date—January 27th—and watch for the announcement of the topic next week.

WINIFRED KERR, Chairman.

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"Beauty Lingers Longest with Those Who Give It Care"
STELLA KIRBY
"BOB" Permanent Wave
Special $5.00
Finger Waving and Marcelling
Complete Beauty Service

CLUB NOTES

By D. R. WITHERS

Lydia Floan has been made associate editor of the *California Woman* for the Northern District. Club members have enjoyed the articles she has contributed to the *California Woman* and congratulate her upon this appointment.

Mrs. C. V. King of Vancouver was a visitor to our club rooms.

Mrs. Josephine Bonsall, who is probably better known to club members by the name of Josephine K. Rice, has returned to San Francisco from her resort on the Redwood Highway.

Mary Sexton and Louise O'Hara were guests to friends on the *Belgenland* while it was in our harbor.

Ida Reed and Jessie Eckles are leaving for the South on a tour covering the business and professional women's clubs of that part of California.

We were glad to see Minnie Brown at the business meeting, as she has been absent from the city on a month's vacation trip in the East, visiting friends and relatives.

Margaret Dailey was another club member we were glad to see at the business meeting, and she says she expects to attend meetings regularly now, as her new position is such that she will have more time to devote to club activities.

Breakfast in bed
Lunch on the Patio
Dinner by open fire
Complete rest or vacationing
Little Cottage of River Winds
ETTA PAUL
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Tel. Carmel 402-J

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Hurley and Dr. A. Reed
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OAKLAND — 1623 BROADWAY — Opposite Postoffice

GURTY'S GARRULITIES

Our New Stock Exchange—a building of which be proud. The Great Floor ample for future owth; Visitors' Gallery inviting, and furnishings d appointments up to the minute. Whilst I was ooping—how I did wish the Exchange was in ssion! The entrance to the building proper—odernistic; ceiling in gold designs—the last word glamor. Telephone Exchange capable of han-ing 1,800 calls at one time. Deah, deah, I trust e wires never cross; tipsters might disclose "sure ings."

Lots-a comment about our accelerated Christmas is year. Cards, decorations, presents, carols, at-osphere so in advance that by the advent of The ay—it was Blah! I rather agree! "Sims to me" would be more impressive to hold off until Christ-as week and then carry-on over the New Year. 'e must in haste—always the morrow; rush our othes, our trips, our joys, our lives.

That Mencken is a mean "guy." In this month's *ercury,* how he lambastes "Dr." Coolidge's utobiography! Estimates his brain of the variety ' a "garage attendant," and his writing as of a Secretary of a Y. M. C. A." I wonder what that feller" thinks of himself?

Right of way to be enforced. Slogan, "Yield." edestrians to signal. Not me. I give 'em the hole street—just leave me the curbstone—better ife—than sorry.

L. A. "not so hot" these days. Temperatures anging right along with us—yesterday—we were 9—39; they—51 and 40—but, 'course, Unusual! nd our Real Estate Board predicting six millions or S. F. in the next 25 years. Careful, Gentlemen! ot too liberal; L. A. WILL object!

Babe Ruth commands more than Hoover. Offered 5-thou a year—and wants 85—just to swing a at! And Chevalier will get 25 thou for singing wo times per diem, for one week, at the Automo-ile Show. How much per minute be that? Even , he's worth it—I'll pay my quota—just to hear im sing "Louise"—wouldn't you?

Disciplining your appetite. Wouldn't-ya like to op into a restaurant and just eat, minus the price omplex? Menu offers a tempting salad: "I'll ave it." The eye goes to the right—"No, no, hanged my mind." I oft drop in at the Post treet Cafeteria—such tempting dishes! I splurge. The check nicks me three figures. My lunch is a lop.

Mabel: "No, I don't think blue hose go well vith my new outfit."

Gurty: "But they'll just match your knees in old weather."

Shiver—shiver—Dass 'al.

BUSINESS WOMEN!

Keep in mind that San Francisco's only Women's Bank is ready at all times to serve YOU.

Women's Banking Department
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"Famous for Comfort"
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WM. A. SCHUNEMAN, JR.
Exclusive Furrier
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THE ELIZABETH INN
1911 VAN NESS AVE. — GRaystone 0752
Offers You Quick Service - Excellent Food At Popular Prices
Luncheon 11:30 to 2 p. m., 60c
Dinner 5:30 to 8 p. m., $1
Sunday, Dinner only, 5 to 8:30 p. m., $1
Also a la Carte Service
Private Banquet Room in Connection

ANITA K. MAYER
Expert Corsetier
FEATURING MAIDEN-FORM BANDEAUS
and
FORM FITTING CORSELETS FOR LARGE WOMEN
362 GEARY STREET
Opposite Stewart Hotel — Phone GArfield 1638

WINTER'S TALE

Even though it was very wintry out, Thursday evening brought many to the club rooms, who enjoyed themselves in our comfortable quarters. We were pleased to welcome Mrs. Rhodes and her daughter, Miss Rhodes, who are from Burley, Idaho, the guests of Miss Cornelia Seeley, and we hope, when they visit our city again, they won't forget to drop in. We were also pleased to have with us Mrs. McCarthy, guest of Mrs. Hasty.

At 9:30 our hostesses got busy—they had a treat in store for us. Emma Gries brought us some delicious stuffed dates and Hazel Ramon some lovely cake, so we had a real party. We are very grateful to the Misses Ramon, Gries, Brandt and Borello for their splendid work in making these evenings a success.

T. F. B.

BALLADE OF OLD AD-FOLKS

What has become of old "Sunny Jim"
Who delighted the children of long ago?
Infants and adults were fond of him;
He told of the virtues of "Force," and so
They ate it for breakfast in bungalow
And palace, and hut, both far and near,
From tropics to lands of the Eskimo—
Where are the ad-folks of yester-year?

Why should the passage of years be-dim
The pristine fame of one Phœbe Snow,
Who, dressed in white, all starched and prim
Of duck or of lawn, or of calico,
On the Lackawanna went to and fro
With never a spot, or smudge, or smear
From anthracite as black as a crow—
Where are the ad-folks of yester-year?

And gone to join the cherubim
Are the people made pure by Sapolio,
When Spotless Town was the pseudonym
Of a place without poverty, ills, or woe—
Maid, mayor, and citizens all a-row
Scrubbed and scoured all clean and clear
With health and cleanliness all aglow—
Where are the ad-folks of yester-year?

ENVOI

Advertisers, I'd like to know
Why these went like the old and sere?
Why, once so good, they are now *de trop?*
Where are the ad-folks of yester-year?

—Bristow Adams, in *Printers' Ink.*

FRANCIS FLORAL CO.
Service That Satisfies
Flowers for All Occasions
315-317 SUTTER STREET
DOuglas 4041 DOuglas 1132

DR. SUSAN HARRIS HAMILTON
OSTEOPATHIC PHYSICIAN
291 Geary Street San Francisco
Phones: Office Kearny 4680
Residence Bayview 6875

HONEST PORTRAIT OF
An Advertising Manager at His Desk

I view the row of gaudy cans
Upon my office wall,
And wonder what the waiting world
Will think about 'em all.
There's Gibble's soup and Gibble's clams
And Gibble's pork and beans;
And Gibble's perfect sauerkraut
And Gibble's spinach greens.
There's Gibble's pure tomato juice
And Gibble's ginger tea;
And forty-seven other things
That look like "duds" to me.

They sneer at me from off the shelf
And grin a fiendish grin
And say, "It's we that put you there—
In the pickle you are in.
Now you've got to make us move
And turn us into cash;
You've got to make the people want
To eat us with their hash.
Ha, ha—just try to advertise,
It's all a bunch of bunk—
The people have a little sense,
Why should they eat such junk?"

And so, I hold my aching head,
And shut my hollow eyes—
And think up clever ways to sell
Those Gibbles in disguise.
It's tough to have to praise 'em up—
That bunch upon the shelf—
When it's a cinch I wouldn't stoop
To eat such stuff myself!

—B. R. Merrill, in *Printers' Ink.*

A PERSONAL MATTER BETWEEN YOU AND ME

There could be a little business whenever you mak a trip by train, boat, bus or plane.

I could save you a good bit of bother and yo could send a bit of commission my way. Th transportation companies have it all fig red i anyway, so there is no saving in buying direct.

Often there is more than one route to your dest nation and I can get you the information on a of them and save you a lot of time. And some times I know little tricks that save you money, to that you may overlook.

So, whether your destination is
MILPITAS or MESOPOTAMIA

come in and see me. Call me up and I'll be gla to stay after five.

MARY D. CROOKSTON
(Western Tours)
609 Sutter Street, Second Floor
PRospect 2500

Adv

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 JANUARY 25, 1930 No. 4

Weekly Program

No Meeting January 28.

Coming Events

THURSDAY EVENINGS—Open House
8 o'clock.

January 30—Hostesses: Mary Jackson, Mary Fenning, Frances Eagan, Virginia Merrill.

SECTIONS

Book—Second Monday, 7:30.
International—Third Monday, 7:30.
Civic—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

CLUB NOTES

D. R. WITHERS

Club members are always interested in the activities of fellow members, and now again one of our members, Irene Bryan, has been chosen to represent her district.

She has been appointed Director of the Park-Presidio Improvement Association, and Second Vice-President of the Geary Street Merchants' Association.

As usual, Dr. Hamilton saw to it that the Business and Professional Women's Club was represented at the opening of the Hotel William Taylor at the Down Town Association luncheon, and reserved a table, at which, besides herself, were Lydia Floan, Madam Clement, Mrs. Marshall, Mrs. Feely, Mrs. Ludwig, Mae Barr Long, Mrs. Van Gulpin Harris, who is an attorney of Oakland, Gertrude Tubbs, and Mrs. Le Fevre.

Club members extend their sympathy to Jean McEwen and her family in the passing of their dear mother.

Ida Reed and Jessie Eckles have succeeded in passing over the "Border," and at last reports were enjoying the "atmosphere" at Agua Caliente.

The members from our Club who attended the Burlingame Club's birthday dinner and installation of officers were Mae Riley, Margaret Mary Morgan, Caroline Bachich, Lydia Floan, Gertrude Tubbs, Charlotte McClelland, Eleanor Lambertson, Matilda Schimpf, Mae Bear, and Myrtle Leib.

As usual, all had a very enjoyable evening.

Mrs. Henri Napier Carner is on a month's motor trip to the southern part of the State.

A BIRTHDAY PARTY

In an atmosphere of rainbows, proverbial pots of gold, vari-hued leis and early Spring flowers, the Burlingame Business and Professional Women's Club observed its fourth birthday on Thursday, January 16th.

Mabel S. Gregson, outgoing President, welcomed us charmingly. Then came the "birthday dinner"—most sumptuous and delightfully served by pretty girls. We just had to forget our calories for once.

Gertrude Cook, Chairman of the evening, waved a magic wand and transported us into the realm of Alice-in-Wonderland, and in a gay and witty manner presented the honored guests, who were all "Queens"—not forgetting our own "Queen Margaret Mary" and "Queen May." The "Queens" took their bows graciously.

After dinner, Jerry Jermaine, popular star of the air, and her talented accompanist, Mildred Bailey, delighted us with groups of songs. Then came the finale of the evening—farewell and warm expressions of appreciation to the outgoing officers and installation of the incoming officers, with assurances of hearty co-operation for the success of the new administration. We wish for the new officers a happy year of service.

ELEANOR A. LAMBERTSON.

Congratulations are extended to our distinguished member, Dr. Adelaide Brown, on her election as President of the Northern California branch of the American Public Health Association.

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Program .....Ethel Maxwell
Membership .....Nell Boardman
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International .....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

CIVIC SECTION MEETING

At our meeting on January 27th, Mrs. Parker Maddux will speak on *"Women's Part In City Planning."* The active part which Mrs. Maddux has taken in civic affairs and her work on the City Planning Commission enable her to speak with authority on this subject, and I am sure we will find this program interesting and instructive. Remember, all Club members are invited, so let's have a large attendance at this, the last meeting of the year.

WINIFRED KERR, Chairman.

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STELLA KIRBY
Permanent Wave
$6.50 Complete
Finger Waving and Marcelling
Complete Beauty Service

GURTY'S GARRULITIES

Church and hotel solve the economic situation combining under one roof, giving us the talles "hotel" building in the West. Methodist Episcopal Church—dignity and inspiration—and the William Taylor Hotel—comfort, cordiality and good cheer; and named for a pioneer missionary —the tariff should be meager!

Lunching with the Downtown Association, dedicating the above hotel. Jimmy on hand, his round, red-apple countenance beaming, as he boosts our San Francisco. No matter how they "kid" about his "dome," he comes right back with a snappy alibi. To an ardent San Franciscan (guilty) he is always invigorating.

Four millions go over the border into Canada in 1929, breaking all records. Now our President and little me went over the top, but not for a wee droppie—so can't blame us onto prohibition.

Grandma at 71 learns to swim and dive—and not half-way! That gives hope; having failed as swimmers, perhaps we may become divas.

Cows musically inclined. Deputy Milk Inspector finds they munch to the strains of the radio and produce more milk. Ha-ha! If we drink musical milk, from musical cows, we'll create a musical taste!

Eleven thousand folks forgot their belongings in yellow cabs during last year—and our sex exceeds the male. This gives cheer, for I seem to go about the world shedding my junk hither and thither. One chap forgot his bass drum—that lets me out. The only way I could eclipse him would be to wander away minus my powder puff—a real tragedy!

Fad and fancies. Months ago every nook produced a malted milk stand or an orange juice counter—today they are a fade-out, and in lieu, up crop Squirrel Nests—little nutteries. The fad has created a demand for nuts—yet for ages, there has been every variety a-foot.

Perplexing: Official Physician for organized business women in Washington demands we "loaf like men—place the feet upon the desk—take an hour of relaxation." Reads logical—but: I try to vision my "chief" entering my office, beholding my elongated self with feet atop desk, chair lolling back, arms over-head—and idle. I fancy him rushing to the phone—gathering the Emergency—and sending me forth. Do you dare try?

Jeannette: "Why, Gertrude, you have spilled eggs on the front of your waist!"

"Yeah! That's O. K. I look well in anything I eat."

Nay—nay—Dass 'al.

IMPROMPT-I

On Sunday the 12th—seven trekked the Park. e sun gave a glorious sheen to nature, as we rted forth. The air was stimulating, the com- ny congenial. Later, a hail descended—a nov- y—"singing in the hail." It was brief, how- er, and soon we were partaking at the Chalet. ereafter, how the wind she do blow—we literally ew down the coast to the L line, and finally ached the Embassy, spending the afternoon with sraeli—now, was that not a pleasant day?

Sunday next—the 26th—we meet at the end of e Union Street carline—the very end—at 10. ave a light breakfast before starting. We will eander back, through the Presidio, round by the alace of Fine Arts, along the Marina, on and on the Cosmopolitan Hotel, 674 Broadway—where e will eat—and how! Nice luncheon a la aliano!

Now, be not of the notion you cannot walk—it ows upon you. One of our members, Eleanor ambertson, at first—she looked askance—now she ads—she gallops. And if you stroll—there are ose who will be with you—so come on—get out—on't spend Sunday "WURKIN." Come with the

IMPROMPT-I.

WE SHINE BY REFLECTED GLORY

It is with a great deal of interest we read that Mr. Carl Ewald Grunsky has been elected Presi- ent of the American Engineering Council for this ear. This Council is the highest body in Ameri- an engineering.

Mr. Grunsky and Clotilde are expected home bout February 15. We are looking forward to he opportunity of greeting them and extending ersonal congratulations.

MARY ELEANOR'S

LUNCHEON
11 to 4

DINNER
Every Night
Sunday included
5 to 7:30

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445 Powell Street
Between Post and Sutter Streets

BUSINESS WOMEN!

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Women's Banking Department
Market, Powell and Eddy
Telephone Douglas 6000

HEALTH SUGGESTIONS

1. Take time to eat your breakfast—especially in cold weather.
2. Do not wait for a street car. Keep walking.
3. Eat one or more of the following vegetables daily: Carrots, beets, string beans, peas, cabbage, celery, lettuce, onions, tomatoes or spinach.
4. Eat an apple, orange or some other raw fruit daily. Raw fruits or vegetables help supply the body with iron and other minerals which it especially needs in the cold months.
5. Remove outer clothing while indoors if room temperature is 65 degrees or over. Protect the body with warm outer clothing while out of doors.
6. Late hours lower bodily resistance and allow colds and other infections to become active. Nearly every adult requires eight hours for rest and sleep to keep the body in good condition.
7. Drink three or four pints of water daily.

Phone SUtter 2312 *Oakland Phone* MErritt 5236

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Exclusive Furrier
Fur Garments of All Kinds Made, Repaired and Remodeled
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1911 VAN NESS AVE. GRaystone 0752
Offers You Quick Service - Excellent Food At Popular Prices
Luncheon 11:30 to 2 p. m., 60c
Dinner 5:30 to 8 p. m., $1
Sunday, Dinner only, 5 to 8:30 p. m., $1
Also a la Carte Service
Private Banquet Room in Connection

OF COURSE, THIS DOESN'T APPLY TO ANY OF US, BUT——

Bad Shopping Manners Mean Higher Prices

Recently it was pointed out that though women spent eighty-five per cent of the money spent in this country in retail stores, most women know precious little about the problems of the retail merchant. They are blissfully ignorant, most of them, of details of business etiquette that one business man would feel obliged to observe in his dealings even with a rival business man.

One of the most striking instances of this has to do with payments of bills. One business man knows that in dealing with another business concern he should follow strict procedure in paying his bill. If he has agreed to pay within thirty days, he makes it a point of honor to do so. If he cannot he asks for an extension of time. At least, if he does not do this he is aware of the fact that his business manners have been bad. But a great many women have a notion that it doesn't matter much whether they pay their bills this month or the next or the one after. Who knows? What's the difference so long as they pay some time?

Then there is the much-discussed return evil. Add that to the abuse of store courtesy—having merchandise sent home on approval. Some women make a practice of having articles sent home from several stores at the same time, so that they can make their selections in the privacy of their own homes. The articles they do not decide to take they send back.

Of course, this is bad manners. It is the kind of thing that hardly any women would do if she were dealing directly with the merchant and the merchant knew her personally. But, she asks: "What's the difference? Everyone does these things—the stores still make profits."

Now merchants, protesting among themselves against these instances of bad manners, have decided to let women know just what difference it really does make. It makes it necessary to ask very high prices. Someone, of course, has to pay for all this expensive service, and ultimately, of course, it is the purchaser who pays.—Medford *Mail Tribune.*

OUR RIGHTS

Women everywhere in the United States shou be interested in the fight being made by Bryan daughter for a right to a seat in Congress, as ported in the daily press:

WASHINGTON, Jan. 18 (U.P.)—Waiving t right to be represented by counsel, although n herself a lawyer, Mrs. Ruth Bryan Owens, daught of the late William Jennings Bryan, made a pe sonal appeal to the House Elections Committee t day for recognition of her eligibility to be a me ber of Congress.

A number of women spectators in the stuf little committee room sniffed audibly as Mr Owen demanded in the name of all Americ women the privilege of a native-born citizen, d spite her marriage to a foreigner.

Her right to represent the Fourth Florida Co gressional District in Congress has been challenge by William C. Lawson, whom she defeated in la fall's election. She sacrificed her United Stat citizenship when she married Major Regina Owen, of the British army, and, therefore, does n fulfill the constitutional requirements for Hou membership, he claimed.

"If I must pay a legal penalty for my marriag I want to bear it proudly as I bear my husband name," Mrs. Owen told the committee.

"If this election contest is going to define mo clearly the citizenship rights of women, who hav been discriminated against by past laws of th land in this respect, I welcome the opportunity has given me to argue our side of the case."

START AND FINISH

The colored gentleman went for a ride in a airplane. When he came down he said to th pilot: "Tank you, guv'nor, for dem two rides."

"Two rides?" said the pilot. "You have onl bad one!"

"No," said the negro, "two, mah first and ma last!"—*Tit-Bits.*

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 FEBRUARY 1, 1930 No. 5

Weekly Program

DINNER

TIME—February 4, 1930, 6:15 P. M.

PLACE—Western Women's Building, 609 Sutter Street.

BUSINESS MEETING

Please make reservations early at the Club Rooms—Prospect 8347.

Coming Events

THURSDAY EVENINGS—Open House 8 o'clock.

February 6—Hostesses: Marguerite Gerry, Sylvia Kempton, Geraldine Shannon, Alice Kennedy.

SECTIONS

Book—Second Monday, 7:30.
International—Third Monday, 7:30.
Civic—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45. At Club Rooms.

A BUSY AND HAPPY OPEN HOUSE EVENING

By Jeanne B. Goodwin

It was very pleasing to the Hostesses, under the direction of Charlotte MacCuaig, Thursday evening, to welcome so many of our Club members. Fifty-five of us congregated to talk or play the popular game.

It was like old times to see Nettie Smith with Belle McDonald. They entertained a guest.

Ida Lord arranged a table of very earnest bridge players. The score has not been reported.

Mrs. Riley with Miss Clements joined us for refreshments, having attended the interesting debate at the City Club sponsored by the Women's Traffic Club. We were advised the decision rendered by the judges was that women in commercial work are not a detriment to the home.

Mabel Johnson called with Miss Jean Elliott, a guest from Seattle. We enjoyed hearing of Miss Elliott's work in the role of Publicity Manager for not only the New Washington Hotel in Seattle, but also a chain of five hotels in the Northwest.

Miss Ryan, a new member of the Club, drove up from Livermore to spend the evening with us. We are delighted to have the call of our Club rooms extend to that distance. Miss Ryan is a nurse in the Veteran's Hospital at Livermore, and has extended an invitation to us to call on her when in that vicinity.

Mrs. Butler entertained guests from Berkeley. Our own Merle Curington also entertained a guest.

CLUB NOTES

D. R. Withers

Club members who happened to drop into the Club rooms last week had the pleasure of meeting several out-of-town and also out-of-State guests, among whom were Lydia F. Aerni and Merle Vassar, of Stockton, and Jean L. Garland, of Spokane, Wash.

Ida Reed simply adores work and responsibility, and it rests so lightly upon her shoulders. She celebrates by taking a vacation every time she has a new responsibility assigned to her.

Maybe she can explain how it happens when she has been recently appointed Auditor of the Crippled Children's Guild, she takes a trip to Tia Juana and Caliente.

Another recent visitor to the Club rooms was Doctor Dund, of Willows.

We are glad to report Jennie Hoyle is improving, and sincerely hope for continued progress for her.

Mrs. Vivian Clinton and husband have purchased the Rex Hotel in Roseville, and expect to take possession the first of February.

We wish them much success in this business undertaking, and hope Mrs. Clinton will visit us occasionally that we may continue our pleasant acquaintance with her.

Club members and their guests who attended the Thursday evening At Home had the pleasure of meeting Mrs. Rhoades, of Burley, Idaho.

Della Lynn is enjoying an around the world tour on the *Belgenland*, and we wish her a most wonderful trip.

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Program .....Ethel Maxwell
Membership .....Nell Boardman
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Dramatic .....Gertrude Tubbs
Book .....Mary Kelly
International .....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Another Club member who has the travel fever! Mrs. Hedwig Smeltzer is spening the winter on the Mediterranean.

Mrs. Mary Jackson Rowden writes from Portland that she is having a wonderful trip, and that she and husband plan on visiting Seattle, Salt Lake and Denver before returning to San Francisco.

INVITATION

Come to Lodi, the Tip-Top of the "Top County," February 2

Meeting of the Northern District, California Federation of Business and Professional Women's Clubs

BUSINESS MEETING:
10:30 a. m., Chamber of Commerce Room, City Hall, second block west of Hotel Lodi, on Pine Street.
LUNCHEON, 12:30 p. m., $1.00, Hotel Lodi, corner of Pine and School Streets.

DON'T MISS THE BUSINESS SESSION:
Snappy discussion of Club problems. Bring all your good ideas and suggestions.

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"Beauty Lingers Longest with Those Who Give It Care"
STELLA KIRBY
Permanent Wave
$6.50 Complete
Finger Waving and Marcelling
Complete Beauty Service

LET'S SING TOGETHER:
Bring your Club songs if you have any. (Have we!)

IMPORTANT DECISION TO BE MADE:
Are widows eligible to the U. C. T.'s? Approach this question openly and intelligently and tell us frankly what you think about it.

"CAMP FIRE GIRLS"

It was a great pleasure to have the opportunity of having our dinner on Tuesday evening at the Camp Fire Girls' Club. Accommodations were limited to fifty, and the girls served us with a wonderful dinner. Mrs. H. Darling, their President, and also Dr. Adelaide Brown, gave us a general outline of the Club's activities and purposes. There are 1,100 Camp Fire Girls in San Francisco. Groups are formed in different parts of the city, and they receive their instructions from headquarters, which is the Club. The age limit is 11 to 16 years, and older girls act as guardians. This wonderful Club house was erected a few years ago, and besides its auditorium there is a large room where the handicraft is done. Before dinner was served one of the girls started the flame in the huge fireplace, and then said a little prayer.

Our own President, Mrs. M. F. Riley, gave an address, and used as her subject, "Some of the desirable attributes that we should take with us into our business life"; also, quoted the Spanish proverb, "The good Lord gave us two eyes and two ears and one mouth, so that we might say only one half of what we heard and saw."

The program ended with Miss Mary Margaret Davis, wearing her ceremonial robe, who, in her most gracious way recited:

"A Credo for Camp Fire Girls"

I believe in the future;
I believe, therefore, in the today,
And I try to make my life
A joy to myself and
A pleasure to those about me.
I realize the destiny within me.
I try to find the beautiful in life,
And where it is not, I create beauty.
I feel my responsibility as a citizen of a great nation;
I feel my glory as one of the mothers of the new generation
Which, with new eyes and with steadier steps,
Will reach the high places that now
Are but a purple haze on the horizon.
I believe in the new womanhood,
Which combines the beauty of the old womanhood
With citizenship and social consciousness.
I know I am and hold within me the promise of the future.
I realize my responsibility.
I do not flinch nor falter.
I am a Camp Fire Girl.

Reptile and Reptilian Grains
Shown in the New Fall
Hurley and Dr. A. Reed
Cushion Shoes
F. L. HEIM & SON, INC.
SAN FRANCISCO — 374 GEARY STREET — between Powell and Mason
OAKLAND — 1623 BROADWAY — Opposite Postoffice

DRAMA CLUB PRESENTS PLAYS

Those who had the pleasure of witnessing a private performance by members of the Tel-Hi Drama Club at a dinner meeting last fall will be interested to know that they are announcing the following program—

Monday, February 10th, the Tel-Hi Drama Club will present two plays.

The first is a beautiful and pathetic Chinese play called, "The Sweetmeat Game." You have often wondered what kind of a life is led in the homes of the Chinese people on New Year's Eve. You think they are always joyous? The "Sweetmeat Game" will explain.

The other play to be presented on the night of Monday, February 10, is "The Sham," a breathless, one-act play.

BUSINESS WOMEN!

Keep in mind that San Francisco's only Women's Bank is ready at all times to serve YOU.

BANK OF ITALY
NATIONAL TRUST & SAVINGS ASSOCIATION

Women's Banking Department
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Telephone Douglas 6000

Opening Monday Night

How to Make Money

Poverty Is a Disease
Hear
Dr. Arthur Jay Green
Psychoanalyst, Chicago, at the
Scottish Rite Auditorium
Van Ness Ave. and Sutter St.
San Francisco, Calif.
Evenings at Eight o'Clock

11—FREE LECTURES—11

Starting Mon., Feb. 3 to Thurs., Feb. 13

Making money is an exact science. People of all ages have been getting rich by doing things the right way—the scientific way. There is an abundance of wealth in this universe for everyone. God, our Creator, does not make millionaires of a few of His children and paupers of the rest. If you are poor and in straitened financial circumstances you yourself are to blame. You can make an abundance of money and have what you want, if you live in tune and in harmony with natural law. All of this is made perfectly plain through the astounding revelations of modern science. Hear these secrets revealed by a man who has demonstrated them in his own life. You can do likewise. Learn how to use your own inner powers and latent abilities for your financial independence and success. **Written questions answered.**

Sane! **Sensible!** **Scientific!**

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GURTY'S GARRULITIES

Secretary Mellon gets peevish—directs that no more $2.50 gold pieces be coined, 'cause they are used for Christmas presents, and held as souvenirs, and our "poor" country needs gold. Sorry, ole topper, but we do appreciate this sort of present and this sort of souvenir! So handy in emergency!

Shows like unto epidemics, one producer hits high with a new diversion and bingo! Infection! Today we are in the midst of colored squawkies, abounding in females in scant array. "On with the Show" last October started forth and now saturation, Sally, Show of Shows, et al. Why not more Disraelis?

King George opens Naval Parley. Listening in over the radio his voice was surprisingly strong and resonant; perfect diction, with that indefinable English coloring, fascinating to the American ear; his remarks brief and diplomatic. The wonder of it—'most 7,000 miles distant. Records for early rising were shattered, my alarm taking off at 2:30. That for a King! What chance an ace, when we can finesse with the King!

Yankee wisdom to browse about short changed. Yapping by the Geary on Sunday, I encountered a "mob," endeavoring to wedge in to see "Argentina," the house was capacity. Came a bid of four box-seats at five per. Had I the amount on hand, would have fallen for art, to arise next day insolvent.

My young assistant to become of age, to matriculate into life's college, and I breathe in an atmosphere charged with excitement. Boy friend contributes wrist-watch—great glee; salary gets boost—words effervesce; birthday party at hand—goofy ecstasy! 21—what a glorious age! Life hitting on all sixes! How little youth appreciates that these are the golden hours!

The gift of gab. Dobbsie to cash in a quarter of a million in the coming three years, from Shell Oil, just for garrolling over the radio. Would I wuz a Polly-anna, and got even that quarter million, during my entire existence!

Traffic worries to vanish; we are about to annul the laws of gravity. Not far hence, stand upon the curb, give your foot a shove, hold the left arm aloft for direction, transport your belongings in t'other, and be off (perhaps in the gutter), soar to the heights, atop a sky-scraper, along the clouds—who knows! My authority? See *Literary Digest*—it must be true!

Mystery

Blue, star-decked skies;
How oft man sighs
And vainly tries
Before he dies
To learn what lies . . . beyond the skies!
Hallelujah—Dass'al.

"HEAVE HO! MY LADS, THE WIND BLOWS FREE, A SAILOR'S LIFE'S THE LIFE FOR M

For those who feel as the poet did, I hav brand new trip—never before possible within limits of a three-weeks' vacation.

It isn't Hawaii. It isn't Alaska.

Eighteen days of rest and recreation aboar nice little ship—like a private yacht—and six d of excitement ashore in an interesting land.

I'll tell you where it is if you are interes enough in such a trip to deposit $10.00 for a re vation right now. When you hear the details you do not wish to go, you get your money b at once and no questions asked. But we shall h to be early birds if we catch this choice morsel.

$300 covers all expense.
New clothes not necessary.

SAILING FRIDAY, JULY 18, 6:00 P. M.
Back on the job Monday, August 11

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Dinner 5:30 to 8:00 - - 75c
Sunday De Luxe - - - $1.00
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At Popular Prices
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Opposite Stewart Hotel Phone GArfield 1638

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 FEBRUARY 8, 1930 No. 6

Weekly Program

No Meeting February 11.

Coming Events

THURSDAY EVENINGS—Open House
8 o'clock.

February 13—Hostesses: Emma Gries,
Hazel Ramon,
Margaret Brandt.

SECTIONS

Book—Second Monday, 7:30.
International—Third Monday, 7:30.
Civic—Fourth Monday, 7:30.
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

EBRUARY EVENT—SNOW PARTY TO THE YOSEMITE VALLEY

The annual snow trip this year will be made over Washington's Birthday to Yosemite National Park, and everyone is looking forward with a great deal of anticipation to a marvelous two days of play amid the beauty of high cliffs, frozen river and snow-laden valley.

Leaving San Francisco via Southern Pacific Sleeper on Friday, February 21, at 11:40 p. m., we will have direct service through to the Valley, arriving at 10:45 a. m. This accommodation is due to an agreement between the Southern Pacific and Yosemite Valley Transportation Company, through which it is no longer necessary to change at Merced; and it is a great advantage, inasmuch as the old method of getting out in the cold, bleak hours at Merced was anything but attractive. Arriving at the Valley, we will go to the Ahwahnee Hotel, than which there is no finer in the country, and will be quartered in luxurious accommodations, with twin beds and bath during our stay. The Ahwahnee is world-famed for its great beauty of setting, its artistic architecture, both within and without, and its perfect appointments. The service is indeed par excellence. The balance of Saturday and Sunday we will have to enjoy the toboggan slides, skating, skiing, snow-shoeing and a sleigh ride. Every moment of time will be filled to overflowing with amusement and interest.

Yosemite has become justly famed for its winter sports since M. des Baillets, former Director of Winter Sports at Lake Placid, New York, has come to this garden spot of the West. Under his able guidance, night ice carnivals have been staged, the dansants on the ice in the afternoon and other similar unique features have come into being. You, therefore, will have many surprises over the Washington Birthday holiday. You will leave with regret on Sunday for the return journey to San Francisco.

The cost of the entire trip, including railroad fare, sleeper, the Ahwahnee, all tipping and sports program is $43.50. The only items not included are breakfast on the train, inasmuch as the party will trail into breakfast individually on account of dining car space; and the toboggan slide, which is 10c per ride, and, of course, it is impossible to figure how many times you would want to go down. The ash can slide is free.

Reservations should be made with Mrs. Burlingame as quickly as possible, with a $10.00 deposit; balance to be paid by February 18th. Due to the great demand for accommodations at the Ahwahnee over Washington's Birthday, it is possible to get only a limited number of rooms, so that members desiring to go will please decide as soon as possible and immediately make their reservations with Mrs. Burlingame.

MABEL T. JOHNSON,
Chairman, Events Committee.

DRAMATIX—IMPORTANT

At the next meeting on Tuesday, February 11th, selection of the Chairman of the Section for the coming year will be in order. A general discussion should also be had as to the plans of the Section for the year. A full attendance is most desirable.

GERTRUDE D. TUBBS,
Chairman.

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GIFTS AND THE GIVERS

The hostesses Thursday evening of January 30th were particularly fortunate in having several members call, who have not been coming out Thursdays. Let us hope they are going to make it a habit from now on.

Mrs. Marie Judge is a member of long standing, but this was her first Thursday evening call. Miss Mary Meehan is another member who made a first night appearance. Ruth Huntington came again with a guest. Mary Menary and Virginia Anderson also brought guests, and Mrs. Wiltse brought herself and a delicious cake to make amends. Mrs. Wiltse has been playing truant lately, and we have missed her.

The present Hostess Committee will soon be a thing of the past—a part of the Club archives and records, its personnel dispersed, so we look upon these last Thursdays before we hand the reins over to a new committee as a farewell. It has been a splendid year. We have been happy in the thought that we have been serving the Club in the real spirit of social service. Hospitality is not a concrete thing. Its value lies in the spirit with which it is dispensed. It has been a privilege to serve and the service has been returned to each member tenfold in rich experience, wider acquaintance, deeper friendships, "for the gift without the giver is bare." MABEL PINGER.

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Complete Beauty Service

CLUB NOTES

D. R. WITHERS

Ida Reed attended the tea recently given by Susan T. Smith in Berkeley. Miss Smith entertained 300 guests during the afternoon, among whom were, besides Ida Reed, Margaret Gerdner Mary Solari and Jessie Eckles from our own Club Everyone had a most delightful time and marveled at the grace and ease with which Miss Smith entertained such a large number of guests.

Jessie Scott has been slightly indisposed, but is quite her cheerful self once more.

Winifred Kerr has been called to Great Bend Kansas, the home of her mother, who is critically ill. Miss Kerr hopes to return to San Francisco in about a month, and Club members all join in wishing her mother a very quick recovery.

Club members who are going to Lodi are Ida Reed, May Riley, Caroline Bachich, Ada Brace and Jean Doub.

Club members sympathize with Dr. Adelaide Brown over the passing of her father.

Francis Ipson spent several days in the city recently, visiting friends and renewing Club acquaintances.

Again, one of our members has achieved great success in her business career. Ione S. Kuechler who is associated with the John Hancock Mutual Life Insurance Co., has the distinction of being the only woman underwriter in the city to lead in any of the agencies. She has been in the business two and a half years. Her clients are largely business men, and she is well vested in the preparation of life insurance trusts and all forms of business and corporation insurance.

Miss Kuechler stands third nationally in the point of volume of production among the women underwriters of her company.

CLUB HOUSE RESIDENCE
Business and Professional Women
References Required. Rates Moderate
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NURSES' ASSOCIATION
IONE BALDWIN, Mgr. PR ospect 0119
1155 Pine Street, near Jones Street

GURTY'S GARRULITIES

Salvation Army to wake 'em up. Apartment vellers to be roused from the Sunday snooze by ul-saving music and passing the hat. Army oves up from "south of the slot" to richer lds. Wise: They'll be bribed to "please go ay and let me sleep."

Air ferries a reality. Into your amphibian at er 5, out again at foot of Franklin Street, Oak- nd, 6 minutes after. And a "phib" every 15 inutes.

New ruse for divorce. Wife gets freedom, naming radio" as co-respondent. Hubby became en- anced with his little set, gave all his time to tening in to what the long waves and short waves ere saying; wife jealous, assaults co-respondent; ow hubby only gets static!

February again—days getting longer—sunshine ighter:

Sunny days hath September,
April, June and November;
All the rest are sunny, too,
Save February, with its dew,
And that's unusual—too!

February—the month we overwork—poor dears. wenty-eight days, minus two holidays, minus four ndays, minus four half Saturdays, nets us twenty ay of toil. Isn't that la-de-da?

Modernism to cheer the soles. Sub-division boost- s want green-hued sidewalks, that you may in ancy trip the meadow green. Why not pavements la meadows and the walks in various flower de- gns; one might traverse a "bed of roses," or en the "primrose path."

This marketh my 50th garrolling, the last of my erm as contributing editor. Fifty times have you iven me the once-over, and I hope to have rought a smile; if 500 of you have smiled each me, I plead guilty to 25,000 thereof, and a mile is always a moment of pleasure — a wee ower on the road of life.

Flowers (Smiles)

What would the world be like, were we to see
Nothing but green and brown, from day to day?
No blossoms on the trees, no witchery
Of a loved garden, colorful and gay?
What would it be, in spite of sun and showers
Without the flowers?

Good-a-by; Dass-al.

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IMPROMPT-I

These are happy times. Dolled in dinner togs, eighteen of we'uns dined at the new William Taylor Hotel—a gay party; afterwards, inspected the apartments in the tower and passed approval of the ones at $250 per.

And, ten of us tramped the Presidio, the Marina, Fisherman's Wharf, and luncheoned a la France!

Again, twenty partook of Dinty Moore's Special (corned beef and), thereafter attending the opening of "Oh, Susanna." A Merrie Night.

Now comes a walk—Sunday, February 9th, at 9:30, from the car-barn at 33rd Avenue and Clement. We'll ramble up through Lincoln Park, around by the Legion of Honor, down the road to Sutro Baths, on to the Chalet or Tait's for a ripping breakfast (more for the money at the former). This is but a short stroll, and afterwards, if inclined, we will meander back through the Park, via the South Drive. That can be decided when we are rosy and content with food.

Come—everybody welcome with the

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WOMEN IN CITY PLANNING

The last Civic Section meeting which closes the work of the past year was held in the Club rooms on Monday evening, January 27th. In the unavoidable absence of Miss Winifred Kerr, Mrs. May Riley called the meeting to order, and introduced the speaker, Mrs. Parker Maddux, member of the City Planning Commission. Her subject was "Women In City Planning."

The lecturer dwelt at some length on the possibilities, the difficulties, the defeats and the triumphs to be met in trying to plan the beautifying and developing of an old, established city that had been allowed just to happen without plan or hindrance. She spoke enthusiastically of the natural beauty and advantages of San Francisco, and at the same time lamented the many sad mistakes that had been committed in the past.

City Planning is an ideal—an ideal that must necessarily embrace the civic welfare in all of its phases, prosperous economic conditions, good sanitation, beauty and general attractiveness.

San Francisco is greatly handicapped as the zoning ordinance only functions in one dimension. It controls only the question of use—not area nor height. This explains why selfish interests have been allowed to distort the symmetry of historic Russian Hill with unsuitable apartment houses, tall and gaunt against the sky that rob the many picturesque and attractive homes of sunlight and view. This is only one of the deplorable results of an ineffective one dimension ordinance trying to function in a three dimension world. An ideal zoning ordinance should not only function in three dimensions, but should also include the fourth, with its spiritual qualities of esthetic beauty. This is where the influence of women is most needed; it is for the women with their love of sentiment and beauty to direct the future trend of development in San Francisco parks and boulevard system. The speaker made a direct appeal for women to be sentimentalists, as the men would not be.

Mrs. Maddux pointed out how a boulevard system must be continuous, and include all points of interest and beauty in its route, avoiding the unsightly or meanly commercial places. Restricted residential districts, well kept up, are a contribution to the boulevard system. Well developed, staple, prosperous industries and commercial sections, properly placed, are a fundamental necessity in a well-planned city.

A disadvantage in our city is the lack of unity in the various Commissions which direct the welfare of the city. With united action, a more harmonious development would be possible. But over and above all, the intelligent, energetic interest of the citizens is most vital in the creating of a super city, and that interest must be backed with financial support. Many good measures have been lo through the apathy or ignorance of the voters wh have failed to give the required support at th polls when the measure was on the ballot.

Without vision a people perish, and witho vision a city is ruined.

SARAH A. MCLAUGHLIN, Section Secretary

BOOK SECTION

Remember second Monday in February—Boo Night. It is the last meeting of the year, and i addition to the program, which will concern mo ern vagabond writers, there will be a discussion o the work to be undertaken for the coming year.

A very attractive subject has been suggeste The study of the history of criticism—the grea minds who are critics. The committee, compose of Miss Lord, Mrs. Pinger and Mrs. Maxwell, wi present a plan.

Anatole France says criticism is adventure o one's soul among the masterpieces of literatur A critic must have a background of literatur Criticism applies to many branches—morality taste, art, impressionism, elementary forms o criticism — what critics think of the moment— scientific comparison. It is a large field. W should read enough of the great critics to kno where to place what we read. It is a great stim ulation to the mind, and gives it a background.

Although it poured on January 13th, there wa a goodly number present for our program, "Vag bonds of Literature."

Mrs. Riley enlightened us about Walt Whitma and his book, "Leaves of Grass," his popularit in Europe, pointing out that he is sort of grand father to the moderns of today.

Mrs. Carmer called our attention to Edwar Carpenter, a disciple of Whitman, who wrot "Democracy," and some very wonderful essays o freedom. She also told us of a very old Japanes priest who came to this country to visit the grave and homes of Whitman and Emerson—an interes ing bit when it is remembered that these two me received much of their food for thought and writ ing from Buddhism.

Miss Sceley quoted from Gilbert K. Chesterton book about the life and writings of Robert Loui Stevenson.

Miss Lord broadened our view of Thoreau, an told us of his life and friends and critics, an read to us meaty, pithy sayings full of food fo thought.

Miss Miller sent in a delightful paper by Mis Adams about Sir Philip Sasoon's travel bool "The Third Route," a very interesting air trav book.

Robinson Jeffers, who lives down at Carmel, an whose book, "Dear Judas," is much in the lim light now, was discussed by Miss Doub.

CARITA A. ROGERS.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 7 FEBRUARY 15, 1930 No. 7

Weekly Program

Coming Events

February 17—International Section, 7:30 P. M.

FEBRUARY 18—DINNER, 6:15 P. M.
Western Women's Bldg.,
609 Sutter Street.

SPEAKER: Myrtle Hague Robinson.

SUBJECT: "Afoot through Ancient Greece."

February 20—Choral Section, 6:45 P. M.

February 20—Thursday Open House, 8 P. M.

Hostesses

Elsie Monte — Lillian Van Laanen
Grayce Dempsey — Lillian Howie

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347.

OPPORTUNITY KNOCKS AT THE DOOR

The Program Chairman, after three years of endeavor to "diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits," presents to the membership as her swan song, Mrs. Myrtle Hague Robinson, world traveler and professional lecturer, in the interesting story of her talking tour through Greece, at the dinner meeting on February 18th. Mrs. Robinson is a charming person to meet, a delightful public lecturer, and a widely traveled person. She has made five talking tours through Europe, always alone, first England, the next year through Normandy and Brittany; across the Pyrenees into Andora, the tiniest and highest republic in the world; around the island of Crete; and into the mountains of Albania with a donkey, one of the most difficult and adventurous of her European trips. Mrs. Robinson tells me that all we need to go and do likewise is backbone, a sufficiently strong desire to see the old world, and stout, comfortable shoes. Do not postpone your trip to Europe until you can afford to take a de luxe, personally-conducted whirl through cathedrals, museums, picture galleries and castles, and come home like the bewildered old lady Mrs. Robinson met on the return voyage last year, who, for the life of her, could not recall whether the Louvre was in London or Rome, the Eiffel tower in Pisa, and Versailles a suburb of Geneva or Milan. Meanwhile, come to the dinner on the 18th and learn how to take that trip. It is important, as a guide in directing the policy of the incoming Program Committee, that the members express by their attendance at this meeting their approval of the plan to present professional public lecturers at occasional dinner meetings throughout the coming year. We cannot afford to risk this expense without the backing of the Club.

ELECTION OF OFFICERS

At the business meeting on February 4th the following officers were elected to serve during the Club year 1930-1931:

President.....May F. Riley
First Vice-President.....Ethel L. Maxwell
Second Vice-President.....Jeanne B. Goodwin
Secretary.....Jean E. Kerrison
Treasurer.....Blanche I. Newton
Auditor.....Gertrude Mowder
Directors.....Celia A. O'Brien
Hazeldean Mitchell

PARTY—FAIRMONT HOTEL

The Committee on Arrangements for the Installation Dinner, to be given to the incoming officers for 1930, announce that it will be held in the Terrace Ballroom at the Fairmont Hotel on the evening of Thursday, February 27th. This room has been done over recently by the hotel management with fittings (chandeliers, marble mantel and so on) purchased from the old Vanderbilt "mansion" in New York, and for those who still have a weak and tender leaning toward the good old Victorian days, will lend a delightful atmosphere of crinoline, bustles and lace mitts to our party. However, the setting is the only reminder of the past, and the rest of the evening will be up to date, and post-date in one innovation: we have departed from the conventional plan for installation "banquets" to the daring extent of having no speaker of the evening. We shall have a luscious dinner such as

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Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

Editor .....Janice Waterman
Associate Editor.....Mary Baker
Contributing Editor.....Gertrude Tubbs
Club Reporter.....D. R. Withers
Treasurer .....Marie Whaley
Advertising .....Josephine Rudasill

OFFICERS

President.....May F. Riley
First Vice-President.....Callie Bachich
Second Vice-President .....Lilian Elias
Recording Secretary.....Rae Morrow
Executive Secretary.....Irma Burlingame
Treasurer .....Jean Kerrison
Auditor .....Belle McDonald
Honorary President, Lillian Palmer

DIRECTORS

Mary H. Baker Lydia Floan
Isabelle E. Banz Mabel T. Johnson

COMMITTEE CHAIRMEN

Finance .....Lilian Elias
Program .....Ethel Maxwell
Membership .....Nell Boardman
House .....Gertrude Wise
Reception.....Jeanne B. Goodwin
Publicity .....Berenice Magness
Events.....Mabel T. Johnson
Remembering .....Clotilde Grunsky
Sunshine.....Matilda J. Schimpf
Historian.....Mary F. Mooney

SECTION CHAIRMEN

Choral.....Mae Barr Long
Civic .....Winifred Kerr
Dramatic .....Gertrude Tubbs
Book .....Mary Kelly
International .....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

only Mrs. Johnson can plan; we shall visit with our friends while we enjoy it leisurely and without interruptions from our artists, no matter how good, then we shall settle back with our black coffee, turn our chairs toward the stage, and have an hour of what we sincerely think will prove as well worth while, if not more so, than the program we were fortunate enough to get for you last year. There will be a group of male voices; there will be some charming dance numbers and an operatic star—but more news in detail will appear in next week's BUSINESS WOMAN. Meanwhile, reservations for separate tickets, or for tables seating either six or eight, may be made with Mrs. Burlingame. If you reserve a table, please give Mrs. Burlingame also the names of your guests, so that there may be no duplications. Time, 6:15 p. m. Price, $3.00.

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OUR ANNUAL MEETING

Once more we have a record attendance—1[illegible] members turned out for the Annual Dinner la[illegible] Tuesday evening.

They say one gets more happiness looking fo[illegible]ward to an event, but I don't agree with ther[illegible] I can't imagine anything that would give me mo[illegible] happiness than to look back over a year's accom[illegible]plishments such as our Club's, and feel I had don[illegible] my part in helping to reach the desired goal.

The meeting was opened by the singing of "Th[illegible] Bells of St. Mary's" by the Choral Section, fo[illegible]lowed by community singing — a song by Lydi[illegible] Floan, "To Our Presidents," which made quite [illegible] hit. Then we came to the annual reports of th[illegible] Treasurer and Auditor. My hat is off to those wh[illegible] have so ably steered our financial ship.

Following this we had the pleasure of hearin[illegible] Mae Barr Long and Rose Haas sing the duet fro[illegible] the Christmas Cantata, "The Lullaby," and it wa[illegible] beautifully rendered. Then came the interestin[illegible] reports of the different officers and chairme[illegible] There isn't room to tell what they all said, bu[illegible] they were well worth listening to. A telegram wa[illegible] read from our own Ida Reed from Sacrament[illegible] saying she was sorry not to be with us, and sen[illegible]ing congratulations to the new officers.

Mrs. LeRoy does not often favor us with a sol[illegible] but in honor of our President, she sang for [illegible] "The Builder," the words of which were used [illegible] the theme of our President's report. This repor[illegible] was short and to the point, not one item nor on[illegible] person was overlooked. It expressed so well th[illegible] executive ability of the one chosen to lead us a[illegible] other year.

Following Mrs. Riley's report, our First Vic[illegible] President, Callie Bachich, paid a lovely complimen[illegible] to our President, and in the name of the Executiv[illegible] Board, presented her with a beautiful pewter bow[illegible] and candlesticks.

The report of the Election Committee was pr[illegible]sented, but I will not report it, as it will be foun[illegible] elsewhere in the paper. In closing, Mary Sexto[illegible] sang a little song, the music of which was b[illegible] Nevins, and the words from Stevenson's "Child[illegible] Garden of Verses."

It was a lovely meeting throughout, a minglin[illegible] of old members with the new. The Club, as [illegible] whole, is certainly indebted to all those who hav[illegible] worked so hard to make the past year the succes[illegible] that it was.

ESTELLE V. WALKER.

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CLUB NOTES

D. R. WITHERS

Persia Briggs has received a letter from Marie ensen from San Antonio, Texas, thanking her for greeting card and sending her own greetings to r friends in San Francisco. Mrs. Jensen had en suffering from a sprained arm, and was parcularly glad to hear from home. Messages from d friends are the best remedies for homesickness id sprains.

Grace Moore and Arica Tracey, who have been lub members for a long time, came to the anual dinner on the fourth. This meeting brought it a number of members who have not been com-g—Mrs. Sophie Root, Mrs. Cosgrove, Julia ossou, Nell Reid, Kay Schmulovitz, Grayce Redan Cavnar, Elizabeth Anson, Cornelia Farrell, rances Ipsen, Nettie Libbing, Nellie Ackerman, Helen Benioff and Mrs. Anne Hasty. We hope ney will all form the habit and give us many ore opportunities for a hand shake or a nod ross the room. Such a splendid attendance akes every member very proud.

Lillian Johansen and Mrs. Hazel Rock, two new embers, were also in attendance at the business eeting.

We are very happy to be able to report that elle McReynolds has recovered from her recent lness.

As usual, Dr. Hamilton took a group under her ring for the Down Town Association dinner on Wednesday. The program was excellent, and veryone in the group feels greatly indebted to Dr. Hamilton for giving them this opportunity.

Mrs. John Sherwood, President of Holiday House Association of Chicago, was a recent visitor t the Club rooms.

At the recent election of the Soroptimist Club, Mary Mooney was elected President. We extend our congratulations to Mary Mooney and to the Soroptimists.

Dr. Hamilton spent a recent week-end at Del Monte attending the State Osteopathic meeting.

February finds our good member, Margaret B. Moore, delightfully established in her new location at 1654 Haight Street. Mrs. Moore's Specialty Corset Shop has been very popular in the Haight-Ashbury district for a number of years. We wish her happiness and prosperity in the new setting.

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THE LODI MEETING

Our five delegates, May Riley, Ida Reed, Callie Bachich, Ada Brace and Jeannette Doub, enjoyed the Lodi meeting, as evidenced by their open letter to Amy Boynton, President of the Lodi Club:

DEAR AMY BOYNTON:

Accept our appreciation for the delightful entertainment given us Sunday, February 2nd, the regular quarterly meeting of the Northern District of the State Federation of Business and Professional Women's Clubs.

What a pleasant deviation you arranged by having the business and more serious program first in your Chamber of Commerce Building, then transporting us to the Hotel Lodi for luncheon, and amusing us, while we ate, with music, dancing and songs! Much credit is due you and the Lodi Club for the program arranged.

Marie Green, President of the Northern District, always conducts her meetings in a sprightly manner. One would never have known that she had recently been in an automobile accident. Frances Burkhardt informed us that her car was smashed to splinters—another recommendation for the Ford, "It splinters but saves." Her quarterly "Text," "Membership and Music," proved interesting and instructive, as also were her "Round Table Discussions." We are looking forward with pleasant anticipation to the next topic, "Fun and Finance."

We enjoyed all the program, and prophesy future fame for the "Sailors" and the "Puppet Performers." The two widows of our delegation, May Riley and Ada Brace, were very much chagrined over being barred from membership in the A. B. C.'s and U. C. T.'s. Immediately upon their return to San Francisco, went into executive session with their legal advisers, preparatory to defending the statutory rights of all widows in the Northern District, and by the time of the next meeting in Sacramento hope to be reinforced by a large list of reserves.

San Francisco was very anxious for the next meeting, but willingly gave up to Sacramento. You know why—"'Tis always cool in San Francisco." With pleasant memories of our happy time, and best wishes to you and your Club,

Cordially yours,
SAN FRANCISCO DELEGATES.

(All Clubs reading this letter, please send in your list of non-eligibles.—A. H. B.)

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I'll tell you where it is if you are interested enough in such a trip to deposit $10.00 for a reservation right now. When you hear the details, if you do not wish to go, you get your money back at once and no questions asked. But we shall have to be early birds if we catch this choice morsel.

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A PARTY AT PALO ALTO

The following invitation has been received from the Palo Alto Club:

President, San Francisco Business and Professional Women's Club,
San Francisco, California.

DEAR MADAM:

The Palo Alto Business and Professional Women cordially invite the members of your Club to attend our informal costume dance to be held on Saturday, February 15th, 8:30 p. m., at the Masonic Hall. The admission is 50 cents.

Come and enjoy our fun!

Yours very truly,
EDNA NELSON,
Corresponding Secretary.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 FEBRUARY 22, 1930 No. 8

Weekly Program

February 24—Civic Section, 7:30 P. M.
Organization Meeting.

February 25—Dramatic Section,
Curran Theatre.

February 27—INSTALLATION DINNER,
Fairmont Hotel, 6:30 P. M.

(There will be no open house)

Reservations may be made and tickets procured at Club Rooms, PR ospect 8347.

Coming Events

SECTIONS

***Book*—Second Monday, 7:30.**

***International*—Third Monday, 7:30.**

***Civic*—Fourth Monday, 7:30.**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

INSTALLATION DINNER

By the time this number of THE BUSINESS WOMAN reaches its readers, all the plans for the party to be held on the evening of Thursday, February 27th, in the Terrace Ballroom at the Fairmont Hotel will have been completed. There are two errors in our story of last week, one of which we acknowledge and hasten to correct. The room reproduced from the Vanderbilt mansion is called the Vanderbilt room and I am told is a perfect reproduction. In this room we shall meet our friends before dinner and be greeted by our gracious hostess chairman, Jeanne Goodwin, and her corps of assistants in their final farewell appearance as such.

I hoped to be able to tell you something more of the two groups of Russian folk songs Vasia Anikeef, operatic basso, will sing for us, but the program notes have not reached me in time for this final article. At any rate, they are varied in character, some gay, some warlike and heroic, others with a strain of sadness typical of the Russian mood. The dance numbers will be given by Señorita Celia Garcia and Señor Juanito Taboada in costume, accompanied by Manuel Abadia, and will be three in number: a Spanish dance with castanets, a Paris Apache and a Mexican dance. These numbers will lead up to the climax of the program, a male chorus in a group of well-chosen songs which we are sure will be received enthusiastically, such as the Soldiers' Chorus from "Faust" and the "Old Heidelberg" song.

In addition to the program, we shall have Clotilde Grunsky, just back from her trip to the Far East, as chairman, and we all know from past experience that affairs in Miss Grunsky's hands are kept moving at a lively pace. There will be lovely spring flower decorations and novel little favors for every guest, not forgetting the delightful menu, at which I was permitted a hasty peek.

Reservations are coming in to Mrs. Burlingame with gratifying speed. The price is $3.00, and the time 6:30, not 6:15, as in last week's BUSINESS WOMAN. That is our second mistake, which we think we didn't make. Remember, the Terrace Ballroom, Fairmont Hotel, at 6:30.

MABEL T. JOHNSON,
JEANNE B. GOODWIN,
ETHEL L. MAXWELL.

CIVIC SECTION MEETING

Due to the absence of Miss Kerr, the chairman of the Civic Section, I am taking the privilege of conducting the organization meeting, Monday, February 24th. We will meet promptly at 7:30 in the club rooms.

Many of our members have made suggestions as to the possible work that could be carried on in this section. We would like to have a large number attend and express their views and desires. At this meeting the new chairman will also be appointed.

MAY F. RILEY, President.

PRESIDENTS AND VALENTINES

Thursday evening was Presidents' Night, and a Valentine party at that. Why? Well, because we had two past presidents, one of them the State president. We have missed our two Idas, so it was a gala evening when they both appeared. The hostesses served cute little valentines with the tea, and delicious cake—the kind of valentines we used to have—how many years ago?—all flowers and hearts and little boys handing posies or big red

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Recording Secretary.....Rae Morrow
Executive Secretary.....Irma Burlingame
Treasurer .....Jean Kerrison
Auditor .....Belle McDonald
Honorary President, Lillian Palmer

DIRECTORS

Mary H. Baker — Lydia Floan
Isabelle E. Banz — Mabel T. Johnson

COMMITTEE CHAIRMEN

Finance .....Lilian Elias
Program .....Ethel Maxwell
Membership .....Nell Boardman
House .....Gertrude Wise
Reception.....Jeanne B. Goodwin
Publicity .....Berenice Magness
Events.....Mabel T. Johnson
Remembering .....Clotilde Grunsky
Sunshine.....Matilda J. Schimpf
Historian.....Mary F. Mooney

SECTION CHAIRMEN

Choral.....Mae Barr Long
Civic .....Winifred Kerr
Dramatic .....Gertrude Tubbs
Book .....Mary Kelly
International .....Jeanette Doub

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

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hearts to little girls. Valentine Day will not come again for a year, but we hope that Ida Reed, our State president, and Ida Lord will come oftener than they have been coming.

The club rooms were beautiful with flowers. The big bowl of manzanita in full bloom was brought in by Frances Ipsen. The Zonta Club, who were holding their first birthday party next door in Merrill Hall, presented us with two gorgeous baskets of spring blossoms. Thank you, Zontas! We were also happy to have two guests, who came with Dal O'Brien and Miss Miller.

Don't forget, there will be no Thursday evening open house on the 27th, for we will all be at the installation dinner, so the next time the club rooms are opened for Thursday evening, you will be welcomed by the new 1930 Hostess Committee. We wish them all the luck in the world and the same pleasure we have had this past year as your hostesses.

DR. SUSAN HARRIS HAMILTON
OSTEOPATHIC PHYSICIAN
291 Geary Street San Francisco
Phones: Office Kearny 4680
Residence Bayview 6875

(Editor's Note: For the benefit of those members who were unable to attend the annual meeting, February 4th, and for those present who would like to have the annual reports set down in more permanent form, we shall print extracts from time to time, beginning with the report of the president.)

EXTRACTS FROM THE ANNUAL REPORT OF THE PRESIDENT

February 4, 1930

Members of the Business and Professional Women's Club of San Francisco, Inc.:

The reports which you have just received, tell how successfully each department has been conducted during the past year. Greater than the accomplishment of the individual committee has been the co-ordination of all committees. It cannot be said that one section achieved more than another as they built together. If you transformed the prose of these reports into rhyme, you would hear the song of "The Builder." For each of these chairmen was "a builder" of "castle and hall," and because each worked for the good of the club, and not for personal glory, they have, together, built to a higher level the structure whose foundations were so enduringly set down by our past presidents.

There are others who have served. On special committees: Miss Reed directed the 1929 Roster set-up and also, with Miss Dumas, was responsible for the business management of the Choral's Spring Festival. Mrs. Goodwin supervised the June card party. Miss Elias volunteered to conduct the November theatre party.

Others served without committee affiliation.

We do not forget that faithful quartet who devote their Thursday luncheon time to folding our club paper — Mrs. Magness, Miss Mowder, Mrs. Walker, and Mrs. Withers.

Mrs. Simmons, Mrs. Wise and Mrs. Sexton, who took charge of the office while Mrs. Burlingame was on vacation.

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Dr. Hamilton, who sees that we are represented the luncheon of the Down Town Association. Margaret Mary Morgan is again thanked for her any generosities; Holly Todd for her contribu-on in club photography; Anna Hunt, who gave ccommodation to the Philanthropic Section.

We renew our thanks for the gifts of Miss Mow-r, Dr. Goss, Mrs. Barry, Lillian Palmer, Mrs. amilton, Mrs. Mainprice, Miss Reed; to those any members who at various times have sent ooks and flowers to the club rooms. . . .

In contacts outside our own club: The San Fran-sco Club communicated with the State Legisla-re, affirming our position on the eight-hour law s it restricts women in executive positions.

The year 1929 brought us permanent possession f the Singing Cup, won by our Choral at the asadena Convention under Mrs. LeRoy's leader-ip. The Publicity Cup of the Northern District as awarded to us through the chairmanships of iss Floan and Mrs. Magness.

We have been represented in the directorate of ie California Federation when Miss Reed was, rst, a director, and in September, 1929, being lected State President; Miss Bachich, Recording ecretary, and, concurrently, Corresponding Secre-ary; Mrs. Barry, State Parliamentarian; on the staff of *California Woman*, Miss Grunsky and Miss Floan.

On the Northern District Board, Miss Tubbs acted as Recording Secretary for an unexpired term; Miss Doub is at present Vice-President-at Large and also Chairman of Legislation. . . .

While membership and income are two important factors, there is an invisible asset which is not in evidence on our balance sheet, but is, nevertheless, a factor in every item on the Treasurer's statement. It is the human factor—the personnel of the membership.

And, beyond the fine character of the membership, I unhesitatingly state that the greatest asset of this club is Mrs. Irma Burlingame, our Executive Secretary. Her thoughtful, efficient support is extended to every member. For myself, I cannot regard Mrs. Burlingame as the employee of the club, but as one whose sincere concern with everything of advantage to the club has helped me in my own duties.

Our By-Laws prescribe that the President shall report, at this annual meeting, on "the condition and affairs of the corporation." It is my privilege to report, then, that the condition and affairs of this corporation are most satisfactory and of a high order.

Such a report could only have been made through

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A limited number of charter memberships are now available at $25.00 for the first year to Business and Professional Women.

WRITE	*SEE*	PHONE
Care of the Club or 1214 Claus Spreckels Bldg. San Francisco	FRANCES IPSEN	For further particulars GArfield 0116 GArfield 0117

the efficiency of the Board of Directors and the affiliated committees and sections, and the individual interest of each member of the club.

There has been much said recently about the expectancy of club life. Anna Steese Richardson remarks: "The only club that can survive present-day conditions is the club which offers a program related to life—every woman's life." Such is our club, a vitalizing element in the life of each member. We have more than survived present-day conditions—we have advanced, and we shall continue to march on.

Tonight we close another fiscal year. To my loyal Board of Directors, to the chairmen of committees and sections, who have so finely interpreted our program of friendliness and helpfulness, I express my heart-deep thanks. To all of you, I say: It has been a high honor to be entrusted with the presidency of this club, and I sincerely thank you for the privilege. Respectfully submitted,

MAY FRANCES RILEY, President.

DRAMATIX—GOOD NEWS

Many good things are in store for us in the near future. Our meeting of Tuesday, February 25th, will be held at the Curran, and we will see Lenore Ulric in "East of Suez." She is a most interesting actress, fiery, exotic; from the name of the play, I am sure we are in for thrills a-plenty.

Then at our meeting of Tuesday, March 25th, we will hold forth at Erlanger's New Columbia; Ben Greet, the splendid English actor, comes with a limited repertoire of Shakespeare, and I am sure this will be a treat.

Members of the club, other than those of the Dramatic Section, are welcome to be with us at the theatre, provided they pay the additional 25 cents section dues. GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

D. R. WITHERS

We hear that Margaret Mary is at Palm Springs, returning in time for the installation dinner.

Dr. Spriggs has been ill, but we are glad to be able to report at the same time that she has fully recovered.

The club has lost—temporarily, we hope—one of our best workers and most loyal members, Ethel Woodruff, who has gone to Los Angeles. Her many friends will miss her.

We also hear that Belle McDonald has been made treasurer of Amity Chapter of the Eastern Star. More financial obligations! She is no sooner out of one responsibility than she is into another.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 MARCH 1, 1930 No. 9

Weekly Program

March 4—DINNER, 6:15 P. M.
Western Women's Bldg.,
609 Sutter Street.

BUSINESS MEETING.

March 6—Choral Section, 6:30 P. M.

March 6—Thursday Open House, 8 P. M.

Hostesses
Hazel Ramon
Mary Fennig Irma Bock
Elma Baily Rita Mullowney.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30.
At Club Rooms.

Please make dinner reservations early at the Club Rooms, PRospect 8347.

March 4th is the first business meeting of our new ub year. At that meeting the plans for the year ll be announced. It is understood that the policy be presented will be entirely different from that rsued in previous years. The president, Mrs. ley, will also that night introduce chairmen of nding committees and sections and each of these ll give a brief outline of their plans and will in rn introduce the members of their respective mmittees. As usual in the past, the business eeting will take one hour, from 7:30 to 8:30.

SPRING EVENT

Spring will soon be here, also our first Event r the new committee; so take off your overcoat d go along with us on a trip through Marin unty, over the Bolinas Route, with wonderful ews of mountain, valley and sea, to Inverness. fter resting or strolling for awhile we will have dinner'' at one o'clock. We will then return rough Bear Valley, Lagunitas, Fairfax, Sausa-o and home in time for your evening meal. By e way, we have a special pass to go through Bear alley, which is one of the prettiest places in arin County.

The date is SUNDAY, MARCH 23rd. We leave om the Western Women's Club, 609 Sutter Street, 9:00 sharp. Price including everything will be tween $3.20 and $4.00, depending on number of servations. Minimum, 24 persons; maximum, 48. eposit with reservation, $3.00.

In an effort to be of service to you the coming ar, your Events Committee is asking you to read e following carefully:

Each future event must be a complete transaction financially, and to make this possible, we must ask your co-operation.

We will try to offer you trips that will not be too strenuous or very expensive, but will be interesting and in most cases cover ground new to ''Eventers.'' Any trip planned that does not interest the minimum group required will be dropped and some other substituted.

If a trip is planned by bus, the cost to the club is the same regardless of the number taking the trip, so the individual charge to the members of the group will vary according to the number of reservations, and cannot be finally fixed until we know just how many are in the party at leaving time. We will therefore fix and publish the minimum number necessary to make such a trip. We will ask for a deposit of approximately what the trip will cost, and adjustments will be made en route between the chairman and the members, so that when we return the transaction will be completed. Deposits for reservations must be in to Mrs. Burlingame, with whom reservations must be made, not later than four (4) days preceding date of Event. If cancellation becomes necessary, a refund will be made in full; but after that date, a percentage will be deducted unless there is a waiting list and your space may be resold.

We have some very interesting trips planned, and next week will mention some of them. If any member would like to make suggestions about places to go, the committee would be very glad to hear from her, preferably in writing, giving details.

The committee consists of Caroline Bachich, chairman; Mary D. Crookston, advisory, Helen Doble and Hazeldean Mitchell.

Let's all get aboard for our first Event.

CAROLINE BACHICH, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Advertising Manager.....Mary Baker

OFFICERS

President.....May F. Riley
First Vice-President.....Ethel L. Maxwell
Second Vice-President.....Jeanne B. Goodwin
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Blanche I. Newton
Auditor .....Gertrude Mowder
Honorary President, Lillian Palmer

DIRECTORS

Lydia Floan — Hazeldean Mitchell
Mabel T. Johnson — Celia A. O'Brien

CHAIRMEN OF STANDING COMMITTEES

Finance.....Jeanne B. Goodwin
House .....Nettie Smith
Membership .....Estelle Walker
Program .....Mary Sexton
Reception .....Nell Boardman
Publicity .....Bertha Dale

CHAIRMEN OF COMMITTEES AND SECTIONS

Book .....
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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With this issue the BUSINESS WOMAN passes into the hands of a new staff. We bespeak the same generous and whole-hearted co-operation from the members which has made this paper possible in the past. With the assurance of your forbearance, your help and your support, we take up the standard handed to us by Janice Waterman and go forward. Our inspiration is the fine example set us by our predecessors.

We take pleasure in announcing the following members of the BUSINESS WOMAN staff:

Editor, MABEL PINGER, Newsham Insurance System Co.

Associate Editor, ETHEL L. MAXWELL, transcriber, Coroner's Court. Ethel Maxwell needs no introduction to club members. Chairman of the Program Committee since 1927, first vice-president with the new administration, Mrs. Maxwell's presence on the BUSINESS WOMAN staff is a splendid asset.

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Advertising Manager, MARY BAKER, public stenographer. Mary Baker's activities in the club go back to 575 Market Street. Chairman of the Bath Salts Committee in 1924 and 1925, organizer of the Gymnasium Section, director in 1929 and 1930, Mary Baker's name is a guarantee of the financial well-being of the paper.

"600 AND CLOSED"

That, in a few words, is our work for this year. Let us share our club with more of the business and professional women of the city.

Our President's aim this year is to reach the 600 mark and close our membership without having a drive. If one-half of our present membership brought in one member each, we would reach the goal, but we want the whole membership to work on this and help to bring the president's desire to a rich fulfillment.

I have been asked to head the Membership Committee this year and I enter on my duties with the confidence that we will reach our mark in this as we have in other things we have set out to do.

We have a lot to offer prospective members. New application blanks are being printed which will have on the back a list of the different opportunities we are giving these prospective members a chance to enjoy. These cards can be obtained from Mrs. Burlingame or from my committee.

I ask your support; no one person nor five persons can accomplish our aim; it needs the whole club. Our president is offering two prizes to the two members who bring in the largest number of members this year. Besides this, we might have a chance to win another silver cup for our club room as the State Federation is offering one to the club gaining the largest membership on a percentage basis.

However, we are working for the interest of our club, not for the prizes. It is the outstanding work of the year—let's get set and go!

ESTELLE V. WALKER,
Membership Chairman.

NOTICE

Callie Bachich has a new telephone number at her office—KEarny 6684. Please change your roster.

AN INVITATION TO STOCKTON

The following announcement has been received at the club rooms: "The Stockton Business and Professional Women's Club invites the San Francisco Business and Professional Women's Club to their meeting on Saturday, March 8th, at Hotel Stockton, 6:30 P. M., at which time we are to have the pleasure of having with us our State President Miss Ida Reed, and our Northern District President, Miss Marie Green. Dinner will be 85c a plate. Kindly send in your reservations by March 6th." Reservations should be made with Mrs. Burlingame not later than March 5th.

THE ISLES OF GREECE

SARAH A. McLAUGHLIN

The last meeting of the fiscal year, held on uesday evening, February 18th, was an inspiring uccess. The president's gavel fell at 7:45 and oll call was in order. That honored rite went off ith vim and merriment. After we had all introuced ourselves, the president introduced the peaker, Mrs. Myrtle Hague Robinson, who is exeedingly good to look at, well groomed and femiine to her finger tips; she does not suggest the ype of woman that one would picture taking such azardous trips through foreign countries. There no halt, no hesitancy in her speech; like a singg brook, it flows right on. With the story tell-'s art she weaves the traditions of the past into er wanderings of today. With the magic of her ought she defies the decay and ruin of time and ecreates the sad relics of the present into the glous monuments of the past. Mrs. Robinson traved, wherever possible, on foot.

Though light her equipment, she was well prolded with the vital essentials of a traveler, a eenly discerning eye, a passionate love of beauty, soulful imagination athrill with romance and an telligent appreciation of values. She repeopled ie hills of Greece with her storied sons and awoke ie echoes of her ancient glories.

She started the story of her walk through Greece rom the heel of Italy's boot, at which point she ad stood and looked with eager yearning across ie Strait of Otranto to Greece, mighty mother of mighty past and leader of the ancient world, a nd of which she had dreamed for years.

The speaker told of embarking on a small Greek oat, with Corfu as her destination — Corfu, the rgest of the Ionian islands, lying at the entrance f the Adriatic Sea, now a popular winter resort nd famous for the villa of Achilleon, built for ie late Empress Elizabeth of Austria. It was oring in the olive groves of Corfu and the place as described as a dim paradise. It was on a naller island near here that Ulysses was cast shore and so graciously succored by the Phæacian aiden, Nausicaa.

Mrs. Robinson gave a vitalizing touch to the tories of the past that were associated with the nd through which she wandered. Penelope, pa-ient, clever and resourceful, drew the speaker's nbounded admiration. Compared with Penelope, Ulysses with all his exploits was only a piker. He xcused his long absence with the plea that he had een detained unwillingly by strange women. But 'enelope offered no lame excuse; her achievement poke for itself. For twenty years she kept her uitors at attention. How many modern women ould do likewise? To keep men interested for wenty years and still hold them at arm's length. 'enelope must have had "It."

After leaving Corfu, Mrs. Robinson cruised hrough the Ionian Sea to the city of Athens. It as toward evening of a moonlight night that she egistered at the hotel and secured a guide to lead er up to the Acropolis to view the Parthenon nder the alluring light of the moon.

With great feeling she described the scene of he noblest structure in the world of art and the Erechtheum with its tireless caryatides. In the pirit of romance and beauty she drew the whole urrounding scene of the city of Athens. She made is feel how she gazed, in a rapture of religious fervor, on Mars Hill where Paul had preached to the men of Athens.

She took us out of Athens and in fancy we walked with her over roads that Socrates' feet had pressed, roads known to Plato, Epictetus, Herodotus and all that immortal galaxy. She led us to Epidaurus, the oldest theater in Greece, a natural amphitheater, in the quiet of the hills. Here in this ancient shrine of Greek dramatic art, she was overtaken by a rattling Ford truck.

With the speaker we went through the pass of Thermopylæ as she related the last stand of Leonidas. From the mountain we looked down on the little town that now bears the name of Sparta, that ancient stronghold of austere, heroic courage. Here the walk ended and we saw again, through the speaker's eyes, a country with a magnificent past, but not an attractive present nor a promising future.

Women and donkeys are the industrials of modern Greece; the men in general carry on the tradition of the ruling and leisure class. Womanhood is suppressed, uneducated, servile. The men are content in their lazy idleness, having lost the ancient incentive of their race for adventure and search. The man owns all the property of the household and all the products of his woman's industry. There is no romantic love in Greece. Marriage is a contract arranged by the parents, and all brides must have a dowry; they cannot marry without one.

One cannot but feel the force of Byron's plaint: "Fair Greece, sad relic of departed worth."

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IMPROMPT-I

One of your instigators is restricted in her pedal activities. This mishap, together with weather uncertainties, suggests that we go tea-ing for a novelty. The Palace Hotel of a Saturday afternoon is the center of great activity. A dansant is in full swing and the price of tea amounts to 75 cents. And, maybe, you have a sassy new print gown you wish to display! We can have an interesting hour, chatting and watching this younger generation dancing mit themselves—girl couples—yes! Several Saturdays back, but one lone male tripped the light fantastic!

Come on, Ye! Be with us Saturday afternoon, March 1st, Rose Room, Palace Hotel. We'll tea-off about 3:45, so we'll be looking for you'uns in the lobby—and you'uns will be welcomed by

THE IMPROMPT-I.

EXTRACTS FROM ANNUAL REPORTS

"The club is in a very healthy state; . . . we are rich in resources and have no liabilities."—FINANCE CHAIRMAN.

"We have had 32 program meetings, 14 dinners and 18 lunches. Eighteen of our programs have been provided by local people. There are many more good speakers right here in San Francisco whom we have not had time for as yet. Travel talks seem to be popular with the members, and we have had ten speakers who have told us of their trips in our own country and many other countries far distant. We have had only one section dinner this year, arranged by Miss Kerr for the Civic Section, when we had a particularly good talk by Mr. O'Shaughnessy, the City Engineer.

"Of group programs, those which I am sure the club enjoyed were the young Telegraph Hill Players in a fine one-act play and the delightful fashion show arranged by Mrs. Rankin. Other notable speakers who have been greeted by an attendance which does credit to the membership have been Dr. Alexander Kaun, who talked on Soviet Russia, and Dr. Samuel Macauley Lindsey, who showed us the art of living together."—PROGRAM CHAIRMAN.

"In reviewing the last year's work of the Membership Committee, I am encouraged by a feeling of greater strength and unity in the Club. We have gained many new members who are a real addition of representative business women, taking active part in the various sections. . . . It was our privilege this year to inscribe the name of our first life member—Mrs. Nell W. Palmer. Later, Mrs. Lillian Speake also took out a life membership."—MEMBERSHIP CHAIRMAN.

"The organization of our Reception-Hostess Committee was carefully planned, with one idea predominant: to promote and maintain interest and friendliness. The Reception-Hostess girls have been on duty 46 Thursday evenings. This number includes four special parties.

"The total attendance is comprised of two items:

Parties	447
Regular Thursdays	1,721
Total	2,168

"The average attendance per Thursday for the year (including parties) has been 47; average without parties, 41."—RECEPTION CHAIRMAN.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 7 MARCH 8, 1930 No. 10

Weekly Program

March 10—Book Section, 7:30 P. M.

March 11—Dramatic Section, 7:30 P. M.

March 13—Choral Section, 6:30 P. M.

March 13—Thursday Open House, 8 P. M.

Hostesses
Mary Fennig

Lillian Howie — Lilly Tufts
Mildred Adams — Elsie Miller

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30.
At Club Rooms.

1930 INSTALLATION DINNER

DR. SUSAN HARRIS HAMILTON

"If you have not been in California, you have ot seen sunshine." And if you did not attend the nstallation Banquet, you do not know what real riendliness is. From the moment we entered the eautiful Fairmont Hotel corridors and heard the neery greetings on all sides, the glad welcome to nose we had not seen in months, as well as to nose seen but a few hours before; the happiness, fe and splendor of our surroundings as we stopped visit in the Vanderbilt Room, then on into the 'errace Ball Room, where a garden of spring looms was added to an already wonderfully deco- ated banquet hall, the note of the evening was riendliness.

A thrill of pride in our modern business woman s the first and greatest response to this sight. Even Beverly Nickols, that dyspeptic satirist, who hinks all clubwomen "restless and hungry-eyed," would have found his best phrases banished by the eautiful coloring and brilliance of that group.

With one of our past presidents, Miss Clotilde Grunsky, to guide the merriment with her ready vit and infectious smile, how could a new group f officers be ushered in with more happiness and promise of co-operation of the entire membership?

The committee who planned and executed our nnual Installation Dinner deserves our sincerest raise. The music of the tiny souvenir bells added heir cheery note to an already perfect picture. The program was planned with special considera- ion for the tired business woman. We were trans- orted into the Old World for a time by three pic- uresque dance numbers in costume, and a very Russian looking gentlemen with a splendid bass voice, who sang Russian folk songs, and then we were home again with a thoroughly American male chorus, who delighted their audience and were most generous with their encores.

At the close of the program, the chairman of the evening, Clotilde Grunsky, presented May Riley with a gracious tribute to the outstanding qualities of her administration, friendliness and efficiency. Mrs. Riley, in accepting the gavel for another year, spoke of the fine things the club has stood for and the splendid promise for the future. Then followed the presentation of the new Board of Directors and the Installation Dinner of 1930 had become a thing of the past, one of many lovely pictures which live on in our memories.

EVENT—SUNDAY, MARCH 23rd

Reservations for our Spring Event to Inverness are coming in fast, so get yours in early. Owing to the fact that we cannot get luncheon accommodations for more than 48, the maximum has been placed at that number. Deposit required with reservation, $3.00; balance of few cents will be collected en route. We will leave from the Western Women's Club, 609 Sutter Street, at 9:00 A. M.

As Spring in the California foothills is the prettiest season, with the wildflowers and little brooks at their best, we are planning our April and May events as week-end trips in order that you may enjoy this season. Our April event will be a trip through the Mother Lode country, to the famous old towns of Columbia, Sonora, Angels Camp, and San Andreas, stopping at Mark Twain's cabin in Tuttletown, Murphy's Cave and the Calaveras Big Trees. This is just something for you to think about—more later. Price about $15.00.

CAROLINE BACHICH, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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Single copies..... .05

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Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
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We are very happy to be able to announce two additions to the BUSINESS WOMAN staff. Gertrude Tubbs has consented to be Contributing Editor and the many admirers of "Gurty's" column will be glad to know that the "Garrulities" will again appear. In business life, Gertrude Tubbs is a legal secretary. Would you ever guess it? Although a comparatively new member of this club, she is the chairman of the Dramatic Section, and through her column has built for herself an enviable reputation far and wide by her ever-ready wit and the cleverness of the "Garrulities."

Charlotte F. McClelland, Electrologist, will report club notes. Mrs. McClelland has been a member of the club several years. She has been active at various times on committees as well as a faithful participant at most of the club activities. Mrs. McClelland's gracious charm and her many club contacts will make her a valuable asset to this staff.

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EXTRACTS FROM ANNUAL REPORTS

"With three minor exceptions, all publicity w obtained in San Francisco daily metropolitan a weekly district papers. . . . The book submitt in the Northern District contest contained a to of 2,475 inches of publicity, 43 pictures, 4 sketch and 1 silhouette. The total lineage for the year 26,133 lines, 37 pictures.

"The committee has endeavored to feature section activities and the events, as well as the p gram dinners and luncheons, in order to bring t diversified interests of the club before the public —PUBLICITY CHAIRMAN.

"The chairman of the Events Committee repo that, during the year 1929, ten trips were made motor and rail to as many outstanding points interest in California and Oregon. . . . Fro nine to sixty members of the club participated these trips and all members greatly enjoyed t privilege of visiting places and sections of t country they would not ordinarily have visited individuals."—EVENTS CHAIRMAN.

The chairman of the Sunshine Committee ports:

"During my term I sent out 71 birthday card 19 cheer cards, 22 Mothers' Day cards, 28 Chris mas cards to members out of town and out of t State, 4 cards of condolence. On four occasions sent flowers and on three occasions I sent fruit members and made 21 phone calls."

"Upon assuming the chairmanship, suggestio was made that the regulation program of readi two plays a month be varied by alternating wi a reading of a play upon the second Tuesday a by attending a play on the fourth Tuesday of ea month. This course has been followed.

"We have read plays by outstanding pla wrights of the modern school, numbering Anato France, Galsworthy, Maugham, Rice, O'Neill; w have attended performances by the Theatre Guil by Pauline Fredericks, Ethel Barrymore, and eve gone in for old-fashioned melodrama.

"The section has participated in three function the first being the party of the club in May, which we offered the Bluebeard Burlesque; th was repeated with success at the Convention Pasadena; and, at the recent Christmas party, w produced 'An Evening with the Dramatic Sectio for your diversion."—DRAMATIC SECTION CHAI MAN.

"During the year the Remembering Fund Co mittee have placed three girls in business school One of these girls is already working, one is loo ing for a position and the third one is in th middle of her term.

"In all, twelve scholarships have been loane since the Fund was started in May, 1926."—RE MEMBERING FUND CHAIRMAN.

REMEMBER

March 10th, Book Section Night

And you will wish to say to Elmina Kelly how much you have enjoyed the past three years of her chairmanship of the Book Section and to welcome Henri Napier Carmer to the chair. Of course we are going to depend on Miss Kelly for a chat on the new books every month. Mrs. Carmer needs no introduction, as she is one of the well-known psychologists in our city, a student of literature and faithful member of the Book Section. At this meeting she will present her plans for the coming year.

Miss Kelly is bringing Mr. George Brammer, a poet and teacher of psychology, to talk to us. Miss Heim is having a paper on the classical tradition in poetry; Miss Pierce, notes from the "Biography of Marie Antoinette"; Miss Elias has promised to tell us of her trip abroad, and Mrs. Wiltse has an historical novel by Bess Streeter Aldrich, "The Lantern in Her Hand." Which we claim is a mighty interesting program.

C. A. R.

ADVERTISING CLUB LUNCHEON

A letter has been received from the San Francisco Advertising Club, signed by Ida M. Reed, extending to our organization an invitation to participate in a "Friendship Dinner" to be held Thursday evening, March 20th, at 6:30 o'clock, in the St. Francis Hotel.

The letter further states that this dinner is being inaugurated by the women members of the San Francisco Advertising Club with the thought that, because of the prominent part women are playing in every-day business life, and because of the lack of opportunity to learn of the work done by other women, a group dinner would bring about a closer co-operation and understanding.

The subject of the meeting is to be "International Peace" and what women throughout the world are doing to bring this about. The principal speaker will be Dr. Aurelia Reinhardt, president of Mills College. Many other women of local prominence will be present. Tickets will be $3.00 and reservations may be made with Mrs. Burlingame.

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CLUB NOTES

CHARLOTTE F. MCCLELLAND

Mrs. Elizabeth Durkee Kohlwey, who is a teacher in the Mission High School, is being congratulated by her many friends on being granted a State license to teach Commercial Law in the public schools.

Dr. Susan Harris Hamilton has been appointed a member of the Mayor's Citizens' Committee to represent the Business and Professional Women's Club of San Francisco at the ceremony of the taking over of the Spring Valley Water Company by the city, which will take place March 9th, at two o'clock, at the Harding Golf Links.

Mae G. Cummings spent the week-end, February 22nd, at the La Playa Hotel in Carmel-by-the-Sea.

Winifred Kerr was expected home March 1st. We are glad to learn that her mother's general condition is improved. Miss Kerr is desirous of securing immediate employment as "stenographer, secretary or bookkeeper—any one or all three." If anyone who hears of such a position will communicate with Miss Kerr at 2960 Divisadero Street, Apt. 2, WE st 3402, her interest will be sincerely appreciated.

DRAMATIX! TAKE HEED!

Am endeavoring to obtain "Strictly Dishonorable" for our next reading, Tuesday, March 11th. Also trying to obtain "Parisbound." It is difficult to procure sufficient numbers, so often have to switch at the last moment. And—we are to go to Erlanger's New Columbia (former Orpheum) on Tuesday, March 25th, to enjoy Ben Greet and his English company in "Everyman." Price $1.00, plus dues 25c. Please advise me if you will attend.

GERTRUDE D. TUBBS, Chairman.

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GURTY'S GARRULITIES

And Gurty Came Back! The Whys, the Questionnaires, the Notes, the Queries from others than our own club and, lastly, a call from the Old Bay State, 3,000 miles afar: "... we cannot say how sorry we are that your contributions are over. Your paper is passed from one to another here in the office and we await with longing 'our turn.' We laugh and enjoy your 'Garrulities' ... members of the Brockton Business Women's Club of Massachusetts ... membership of 125 ..." and signed by six members. So I garrulite forthwith, and spurt with a boost:

Last week's Bank Clearings in our wee city by the sea, 171 millions, against 167 last year; L. A. 153 million, against 217 last year. That's getting back to form. We be small—43 square miles—but we have dough—all 'cept you and me.

Mural Room of the St. Francis to give way to a Modern Sweet Shop, even as Sherry Sweet Shops of N. Y. Yep, spending freely to keep in style. Fairmont getting new ideas, a new coat and trimmings; these new fashions even possess the inanimate.

Restricted vocab amputated. Ladies of the Switchboard now permitted four outbursts: "Thank you; all right; yes, sir; I will try it again." Translated and under the breath might mean—well, let's penetrate no further.

Aha! Long legs declared a sign of intelligence! Also long noses! I count on both, but particularly the limb-adjuncts! Intelligencia Elongata!

Noise Abatement Commission of New York to protect the slumbers of early morn. Autos to have horns in dulcet murmurs; musical rattles will emerge from milk-bottle empties; ash-cans offer patters in soft cadences; and the rumble of the street cars to have the tones of a bass viol. After that—how about an aria from a newsboy? Which reminds:

I cannot sing the old songs,
Nor yet the newer ones;
The neighbors all have heard me
And now they carry guns!
Shake—Dass'al.

THE PALO ALTO BIRTHDAY PARTY

Ida Reed, Margaret Mary Morgan, May Riley, Lydia Floan and Margaret Girdner attended Palo Alto's birthday party on the evening of March 1st. The dinner was held in Stanford Union and was attended by representatives of clubs in the Bay region. Margaret Girdner, one of our own members, was a guest of honor, having been the first president of the Palo Alto club.

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Every Night
Sunday included
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This new corsette is but one of many perfectly fashioned BIEN JOLIE foundations we are showing for spring—foundations with an enviable reputation for style, fit and beauty. Corsettes, bandettes, girdles and brassieres.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 MARCH 15, 1930 No. 11

Weekly Program

Coming Events

March 17—International Section, 7:30 P. M.
March 18—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street
SPEAKER: Clotilde Grunsky.
SUBJECT: "In the Orient."
March 20—Choral Section, 6:30 P. M.
March 20—Thursday Open House, 8 P. M.

Hostesses
Alice Kennedy
Mary Menary Elma Baily
Almyra Duffy Mrs. Amanda Heuerman
March 23—Spring Event, 9 A. M.

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30.
At Club Rooms.

At the dinner meeting March 18, Clotilde Grunsky ill talk about her recent trip in the Orient. Miss runsky has just returned from a five-months' tour f Japan, China, Korea and the Philippines. Moreer, she had with her that trusty companion, her otion picture camera. Is further announcement ecessary? We still remember the delightful talks nd fascinating pictures that we enjoyed after Miss runsky's last European trip. As always, Miss runsky is generously giving this Club an early pportunity to hear her, for so far as we know, is is her first public appearance since her return.

MEMBERSHIP

Two weeks ago I told you of our plan to obtain ore members and also announced that I needed e help of every club member to get our "600 nd Closed."

When you have signed up a new member, hand e application blank to Mrs. Burlingame or to any f my committee, listed below. When you have a rospective member but cannot get the application, end her name and address to me or some of my ommittee. Please remember we want members ho will take an interest in our activities and help e club to grow still more. Remember, too, that e are offering these prospective members many pportunities.

My committee is as follows: Ada Brace, Mae ummings, Lydia Johnson and Ida J. Lord. Each f these members is a chairman of a sub-committee s follows: Under Ada Brace are Ida M. Reed. Iary Menary and Jessie Eckles; under Ida J. Lord re Margaret Dailey, Margaret Girdner and Mrs. teidel; under Mae Cummings are Dr. Susan Hamtou, Sara Ann McGill, and May Barr Long; under ydia Johnson are Margaret Mary Morgan, Meta olte and Josephine Weed. Then, too, our four lected directors, Lydia Floan, Mabel Johnson, Hazeldean Mitchell and Celia O'Brien, are to work as an auxiliary membership committee.

You will find one or more of my committee at all club affairs, ready to help you in any way they can.

Now — I WANT NEW MEMBERS — about 17 per month to obtain our goal. Get busy now, one and all.

ESTELLE V. WALKER, Chairman,
Membership Committee.

A RECORD THURSDAY

The first group of the Reception and Hostess Committees made their bow last Thursday evening and were happy to welcome such a good number, fifty-five having been present. We were especially glad to see several who have not been with us for some time, including Mrs. Elizabeth Anson, Miss Sara Rosenberg and Miss Margaret Girdner. We hope to count them among the "regulars" this year. An old-time member, Mrs. Lillian McCune, was a guest of Mrs. McReynolds; Mrs. MacCuaig brought Miss Isabelle Morrison as her guest; and Miss Hazeldean Mitchell entertained Mrs. Leonore Cameron.

Everyone seemed trying to make the first evening of the new year a success and it really was quite like a house-warming, for we were presented with delicious cakes by our president, Mrs. Riley, as well as by Mrs. Nell Palmer, Hazel Ramon and Rita Mullowney.

Another kind fairy who wishes to remain anonymous gave us several kitchen utensils and I understand it was Blanche Newton who left the lemon forks for us. We want to thank you all for your thoughtfulness and good wishes, and we only hope we can make these Thursday informals so interesting that a much larger number of our members will enjoy them.

N. C. B.

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RESPECT THE BUSY BUSINESS WOMAN

Our time essentially belongs, during the day, to our business or profession. In some cases, unlimited use of the telephone is extended; in other instances, such a privilege cannot be given. Then, again, some of us are engaged in duties that do not allow interruption.

With these facts in mind, which apply to the large majority of our members, let us curtail telephonic calls during office hours. We maintain club rooms and have an executive secretary as a clearing house for club affairs. May I therefore suggest that when information is desired, you first call Mrs. Burlingame at PRospect 8347.

My own duties demand close concentration. I will personally appreciate your co-operation in telephoning me at my home before 8:30 A. M. or any time after 5 P. M., WAlnut 7741.

MAY F. RILEY, President.

MERELY BIOGRAPHICAL

(EDITOR'S NOTE: The editorial staff is very curious — but aren't we all? — to know about people particularly our new officers and heads of departments, so to say. So we have asked Mrs. Riley to gather in all the interesting data about these people and we shall publish these sketches from time to time. Just to set a good example, we are starting out with a little story about May Riley herself which we did not allow her to write.)

MAY FRANCES RILEY, PRESIDENT

By MABEL PINGER

Since on February 27th the club entered upon a new year with May Riley a second time at the helm it seems fitting that we should pause to do honor to the president who has steered our good ship so ably during the year 1929 and who is to guide us through the year 1930.

In business life, Mrs. Riley is with the Metropolitan Life Insurance Company, being connected with the Group Sales Division.

Comparatively, May Riley is one of the newest members of this club, for the membership ledger shows that she joined us in June, 1924, but her rare administrative ability was soon discovered. In February, 1926, Ida Lord, then president, appointed May Riley hostess chairman. This was an entirely new office and a new field. The club, having just moved into rooms in the P. G. & E. Building, decided to hold open house once a week for members and their friends. It was an experiment. The club rooms had never been used before except at regular dinner or luncheon meetings or on special occasions.

For the first two months, Mrs. Riley was the only hostess, trying the plan out, studying the needs of the club. At first, three or four came, then ten or twelve. A few played bridge or checkers. Tea was served. By mid-summer, Mrs. Riley had appointed two or three assistants to relieve her. This was the beginning of the Thursday evening open house and its story is the story of May Riley. For two years she was the hostess chairman until in February 1928, when she became a director and the hostess chairmanship passed into the efficient hands of those who have succeeded her. From one hostess to thirty—from half a dozen to an average attendance of forty-seven! The open house as it is today, successful and popular, is a monument to May Riley and she is the builder.

It was a busy year in 1927, and, next to the president, the hostess chairman bore the heavies burden. On account of the opening of the new building and our removal to our present club rooms open house was held on the evening of June 2nd with Mrs. Riley and her assistant hostesses in charge. A week later, Mrs. Riley as chairman conducted the largest card party the club has ever sponsored. Again in January, 1928, another card party was held under her management, and in October 1928, Mrs. Riley was the chairman of a theater party at the Alcazar Theater.

Mrs. Riley has honored us in being honored by other organizations. She has served as a member

MARY H. BAKER

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the Educational Committee of the Women's City lub and in 1928, while visiting in Honolulu, she as asked to be an associate delegate from the nited States to the Pan-Pacific Women's Confer-ice.

In February, 1929, Mrs. Riley was elected presi-ent of this club for the ensuing year and in Jan-ary, 1930, at the earnest request of many mem-ers, she consented to accept the nomination for a econd term, a decision which entailed some con-derable sacrifice of personal plans on her part. t is not necessary to relate here her success as resident. The widespread demand that she should ontinue in office speaks for itself. The club is for-unate indeed in having May Riley as its leader nd builder.

EVENT—SUNDAY, MARCH 23rd

All aboard! Last call for the trip to Inverness. or those who have not read the previous announce-ents, we are taking a trip through lovely Marin ounty, along the ocean view route to Bolinas and nverness, where we will have luncheon at one 'clock. The return trip will be through Bear Val-y, Lagunitas, Fairfax, Sausalito and home in time or your evening meal. The reservation list looks ke a jolly crowd, so come along and join us, as e have a few reservations left.

We leave in Gray Line busses from the Western Vomen's Club, 609 Sutter Street, at 9 o'clock . M., Sunday, March 23rd. Deposit required with eservation, $3.00; balance of few cents will be ollected en route.

CAROLINE BACHICH, Chairman.

THE FIRST BUSINESS MEETING

DR. RAE MORROW

In spite of the weather, they came ninety strong o the first business meeting of our new year. The eeting was conducted by our president, Mrs. iley, in her usual gracious way and her ears must ave rung with the "appeals" broadcast from the oor, for we always manage to mix a little fun in ith the serious.

So many interesting plans! Every officer and committee chairman was brimming over with pep and plans for the year. I am sure that those who had not been in attendance for a long time and those whose first appearance it was, as well as the old timers, must have left with the feeling of an evening well spent and with a better understanding of "what makes the wheels go round" in our club.

IMPROMPT-I

On Saturday a week ago eleven tea-ed at the Palace and enjoyed it so well, we will repeat at the St. Francis next month. And, on Monday night, eighteen of us helped open the new Erlanger Columbia (formerly Orpheum). We first dined at the Women's Athletic Club and enjoyed a luscious spread. At the Columbia we had "ringside" seats and never missed a line of the play nor a gown in the audience.

And, we have not walked in weeks, so let's sort-a usher in St. Patrick's Day—the Sunday before—March 16th. Meet at Funston Avenue and Clement, taking either No. 1 or 2—the Sutter line. Eat a modest breakfast and be on the spot at 10 A. M. We will meander about the Presidio, drink in the panorama of the Bay, and on and on. At 12:30 we will partake—ah! that's a surprise! I must a woman be and keep a secret. But 'twill be in a cosy, homey little nook, so if you want to be real chummy, come and walk and luncheon with

THE IMPROMPT-I.

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YOSEMITE TRIP

MABEL T. JOHNSON

On Friday evening, February 21st, eight T. B. W. and two couples left San Francisco via Southern Pacific to play at Yosemite Valley over Washington's Birthday. Upon arrival at El Portal, we were greeted with a heavy shower and scrambled hastily from the train to the waiting busses which were to take us into the valley. The fourteen-mile drive over the mountains from El Portal to the floor of the valley was most beautiful even in the rain, as the road parallels the river, winding its tortuous way between the cliffs.

Early Saturday morning we awakened to behold a steady fall of snow, which increased until it became a heavy storm lasting for three hours. Needless to say, a million dollars could not have brought us any greater glee than this; we reveled in it. As soon as the storm ceased, our chariot, which we had chartered for the morning, was waiting and we fared forth on a tour of the valley, which could never be more beautiful than it was at that moment. Over three inches of fresh snow had fallen, covering the trees, the sides of the cliffs, the rocks in the river, the roadside fences—everything in fleecy white; and the clouds and the mists lifted as we started, revealing in all their glory the magnificent cliffs and rock formations of the valley. El Capitan, Sentinel Rock, the Three Brothers, Cathedral Spires, North Dome, Half Dome—all were resplendent in their ermine coats. It could never have been more perfect than at that psychological moment, as in the afternoon when we were leaving to return to El Portal, the snow had already melted from the trees, leaving them beautiful but bare.

On the observation car from El Portal to Merced, we fell into the hands of a delightful old brakeman, who knew everything about that interesting mining country from the time of Adam to the present day. He so thoroughly entertained us that the five-hour ride was over ere we were conscious of it. Then a few minutes' wait at Merced and we were installed in a comfortable Pullman for the return trip to San Francisco, which brought us back to San Francisco late Sunday night, not too tired and infinitely glad that we had made the journey.

ADVERTISING CLUB DINNER

The "Friendship Dinner" to be given by the Advertising Club on Thursday evening, March 20th at 6:30 o'clock, at the St. Francis Hotel, should be of unusual interest to the members of our Club, as Ida M. Reed is Chairman of this dinner.

Ida Reed is not only our own past President, and State President of the California Federation, but she is also a Director of the San Francisco Advertising Club. Such a group dinner provides a wonderful opportunity for the women of our Club to meet and co-operate with the women of other organizations. The subject will be "International Peace," and the principal speaker will be Dr. Aurelia Reinhardt.

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CLUB NOTES

CHARLOTTE F. MCCLELLAND

Mrs. Henri Napier Carmer, the new chairman of the Book Section, has just returned from a delightful motor trip to Palm Springs and Southern California.

Mrs. Jene S. Bishop has a new address. It is 3940 Washington Street, telephone SK yline 8350.

Miss Jennie Gada and Miss Catherine Glenn were in town for a few days recently. Miss Glenn is much improved in health and looks splendid.

A real busy person is Mrs. Irene Brooks, who teaches kindergarten in the Napa city schools and two nights a week instructs classes of foreign-born in English and Citizenship, and still has enough energy left to run down to Berkeley for week-ends.

We are happy to see Mrs. Kathryn Cosgrove at our dinner meetings. Mrs. Cosgrove is a member of long standing and we hope that she will continue to attend regularly and again take an active part in club affairs.

Among those present at our last business meeting, whom we do not see as often as we would like, were Mesdames Elizabeth Anson and Anna S. Hunt and the Misses Harriet McDonald, Henriette Steinegger and Miss Cornelia Seeley. Come again, and often.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 MARCH 22, 1930 No. 12

Weekly Program

March 24—Civic Section, 7:30 P. M.

March 25—Dramatic Section, Erlanger's Columbia.

March 27—Choral Section, 6:30 P. M.

March 27—Thursday Open House, 8 P. M.

Hostesses

Sylvia Kempton

Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello

March 23—Spring Event, 9 A. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30. At Club Rooms.

THE ORIGIN OF THE CLUB EMBLEM

By Lillian Palmer, Honorary President

(Reprinted from The Business Woman of April , 1925—"to remind old members and to inform iew ones, we have asked our honorary president, he one best fitted to tell the story, to explain why ur club has a flambeau for its emblem."—Editor's Note.)

The club had just elected a president and was a ittle dismayed when, upon taking office, she announced that she knew nothing whatever about the ob. The members were somewhat reassured, however, when she told the following story:

In the early days of her experience, the president, who makes electric fixtures, was invited down the Peninsula by one of her wealthy clients to spend the night and discuss designs. Dinner, an impressive affair, with butlers and imported china 'n' everything, was not rendered more easy by the presence of Father-in-Law, a mighty Captain of Industry. As the close of the long meal, Father-n-Law spoke for the first time.

"So you make electric fixtures! Do you make flambeaux?"

"Oh, yes," piped the president. "And I don't solder mine; I rivet them."

"Huh! Go up with me on the ten o'clock train to my office."

But the president did not. She went up on the seven-thirty. You see, she had to find out what a flambeau is. Incidentally, she found that one could no more be riveted than could an apple dumpling.

But she drew designs, had castings made, and finished in triumph. Today those flambeaux grace one of San Francisco's great banking buildings—ever-present acknowledgment of what trying can do.

When the story was finished, Mrs. Blockberger, an always spontaneous member, rose.

"Madam Chairman," she said, "I move that the flambeau be adopted as the emblem of this club."

And so it was that the flambeau, chosen in a moment of laughter, has come to be a real light in the community, not only glowing with brightness and cheer for the members of the club, but making clear the way for other business women who will follow.

STOCKTON B. P. W. C. DINNER

Saturday, March 8th, State President Ida M. Reed, Past State Presidents Margaret Mary Morgan and Zulu Clements, President May Riley, and privates Lilian Elias, Nell Palmer, Rae Morrow and Callie Bachich journeyed to Stockton via automobile, to attend the Presidents' Dinner of the Stockton Club. (Callie modestly side steps any honor; however, she is not a private, but State Corresponding Secretary.—Editor.) We not only ate our share, but each guest was presented with a delicious layer cake with our names written on top, to take home. (The writer started home with one cake, but managed to arrive there with two, but there wasn't a crumb left for the next day. Yum!)

The Stockton president, Miss Ethel Willy, introduced the guests of the evening, and as the notables were introduced the Stockton Club sang the "How do you do?" song. There is not room to list the verses, but here are some of the highlights: Ida Reed had won them with her smile—just the kind that is in style; Marie Green must not bother with the "He's," but be faithful to the U-C-T's; Ann Duffy's heart was true blue; Amy Boynton's home town of Lodi came in for a jest about plenty of grapes but no wine. The cops were strong for Z. Clements, though her motor laws were good, drivers' heads were made of wood. Margaret Mary was as merry as her name.

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Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Second Vice-President.....Jeanne B. Goodwin
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CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

The prominent guests were asked to give a short talk and there were some very interesting as well as witty speeches. Ida Reed told about the Convention at Asilomar. The speaker of the evening was Mrs. Minnie Fitzgerald, who spoke of the early history of clubs, particularly of the General Federation of Women's Clubs. One of the Stockton Club members entertained us with several beautiful solos. The evening was one of merriment; Amy Boynton said she was earning money for her Club by swapping Scotch stories; if hers was the best, she earned 5c, so everyone started telling Scotch stories. No one was Scotch that night, for they were very liberal with their stories.

It was a jolly trip from start to finish and we came home the next day feeling that it was well worth while to visit our sister clubs, as we not only meet old friends, but also see how others are doing things.

C. A. B.

MERELY BIOGRAPHICAL

LILLIAN PALMER, HONORARY PRESIDENT

By May F. Riley

Our Editor, Mrs. Pinger, told you in last week's Business Woman that we shall periodically publish brief biographies. It is my pleasure to make this contribution toward our club paper. The First Lady of the club is Lillian Palmer.

Among the most precious of our club's archives is that historical letter of November 21, 1916, addressed to twenty-five business women asking that they meet to "inaugurate a Business Women's Roundtable where business mind may meet business mind and where the women who have ventured into the business world may become better acquainted." Lillian Palmer suggested the formation of the roundtable; from it has grown the Business and Professional Women's Club of San Francisco, Inc.—the largest club in the State, devoted solely to the interests of business and professional women.

Lillian Palmer was the first president, serving for three years. She was later made honorary president, and as such has a perpetual seat in the board of directors. She has always taken an active interest in everything concerning our club's welfare; known not alone in our club and city, but nationally as a woman of importance. Our club's Year Book of 1926 contained such a comprehensive biography of Miss Palmer, that I am not going to set down here other facts that have been woven into the career of our founder. So, I conclude this brief sketch, saluting Lillian Palmer as a woman of purposeful action, of vision and of courage, of understanding and helpfulness.

CIVIC SECTION

The organization meeting of the Civic Section was held on Monday evening, February 24th. As Miss Kerr was still absent from the city, the president, Mrs. Riley, presided.

Miss Henriette W. Steinegger was selected as chairman for the ensuing year. Mrs. Riley presented a tentative program for the consideration of the members. This program was somewhat in the nature of an innovation and met with the approval of the members present.

The meetings shall be conducted as an open forum. The chairman will introduce the topic with a short talk, after which questions and discussion will be in order. This should prove to be not only interesting but instructive and the Civic Section is looking forward to a year of profitable work.

The topic chosen for the March meeting is the Eight Hour Law. All members who are interested are invited to attend.

Sarah A. McLaughlin,
Section Secretary.

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EVENT—MARCH 23, 1930

What a grand and glorious feeling! This committee timidly started out hoping that we might ll one bus for the Spring trip to Inverness, but ravely stated that we would accommodate two usses or 48 persons. Lo and behold, it was necesary to reserve a third bus fully two weeks before ie trip. The committee truly appreciates the enusiasm and support of the members, and we will o our best to see that everyone has a wonderful me and will want to go with us again. At the me this is written, we still have room for a few ore in bus No. 3, so telephone Mrs. Burlingame if ou want to go with us.

Now for our Mountain Trip through the Mother ode country. The date is APRIL 26TH and 7TH. We leave in a comfortable Yelloway stage rom the Western Women's Building, 609 Sutter treet, on Saturday at one o'clock, or earlier if ossible. We will go via Southern Pacific ferry, o that those who wish may have their lunch on the oat. (This is not included in price of trip.) We ill go directly to Sonora, where we will pick up guide and proceed to the old town of Columbia. fter seeing the sights there, we will return to onora for dinner and spend the night. Next morng we will make an early start and go to Tuttleown and visit Mark Twain's cabin on Jackass ill; then on to Angels Camp, of Jumping Frog ame, and the Calaveras Big Trees. After lunch, e will visit San Andreas, Sutter Creek, Jackson, nd back to Stockton for dinner. We are trying o plan the route to take us over the new Calaveras am, but arrangements have not yet been comleted. Mrs. Burlingame is taking reservations ow, so make yours early, as the maximum is 24 ersons. Price including everything is estimated at ot more than $15.00.

CAROLINE BACHICH, Chairman.

DRAMATIX—THE SHOW!

We read "Strictly Dishonorable" at our last neeting. This is a play now holding the attention f New Yorkers. We found it clever, frothy and ypical of the generation of today.

On Tuesday, March 25th, we gather at the new rlanger's Columbia (formerly Orpheum) to witess a play of a previous era, "Everyman," with ir Ben Greet supported by his English company. his should be a most enjoyable evening—a Play f Merit and the atmosphere of our newest playouse to add interest.

GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

CHARLOTTE F. MCCLELLAND

We are pleased to hear that Mrs. Mary E. Holt, who has been residing in Los Angeles for some time, is soon returning to San Francisco.

Also, that Mrs. Edith M. Wakeman, whose address at the moment is Inglewood, California, is contemplating returning here.

We have missed these members, and shall be glad to welcome them back.

Here is an extract from a happy little note from Miss Grace E. Swency in Portland, Oregon: "The Northwest has claimed me for another year, but hope to 'drop in on you' sometime this summer, for I still love you all." We shall be looking forward to that promised visit.

When Miss Mae Cummings returned home from our business meeting, she found that her mother had fallen and broken her shoulder and her arm in two places, which necessitated her being removed to the hospital, where she remained ten days. We sincerely regret this unfortunate accident, and wish for Mrs. Cummings a speedy recovery.

We have just learned that Miss Ellen S. Robbins, Cafeteria Director, Y. W. C. A., has been quite ill for several weeks. It is good to report that Miss Robbins is now able to resume her duties.

A kindly letter has been received by Mrs. Jeanne Goodwin from Miss Helen Mahlum in Honolulu, sending greetings to the past hostesses of our Thursdays, whose graciousness and friendly smiles, ever ready humor and fun, kindness and hospitality linger with her in pleasant memory. Also aloha nui to our President, Mrs. May Riley, and to our Secretary, Mrs. Irma Burlingame, and to Dr. Hamilton and all those she used to meet when here with us.

Mrs. Nellie S. Ehlers has been confined to her bed for several days with a severe sore throat. A last report states that she is on the road to recovery.

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GURTY'S GARRULITIES

Lack of space caused me "The Big Stick" last week, but like unto one of our citizens, "Uhl," note I'm bobbing up again.

Aha! Carfares advanced beyond the nickel, cause loss of patronage and profits are devoured by losses. San Francisco now the only city offering a "jitney" fare. Portlanders walk ten miles to combat ten cents. I knew one walked a mile for a camel—but ten miles for a dime—would you call that Scotch?

Good news! Southern Pacific gets Big Hearted: Rail and Yellows combine, making it possible for your railroad ticket to deliver you from door to depot like baggage—human luggage! 'Course, there's to be a tariff, but standard, and OH! the ecstasy of not caring what happens to that galloping meter!

And d'yer ever note that "ad" in street cars, prattling about "Enjoy a Chapless Winter"? That's progress! Youth be bluffed with the necessity for male attentions, but maturity knows that "Chapless Winters" can be great fun (our New Year's Party, for example). But I ne'er did fancy 'twould be openly and freely admitted, we might really "Enjoy a Chapless Winter."

Even theatre premieres change mode. Orpheum christening of 1909 was a gala time. Many speeches, mirth, enthusiasm; parade of flowers over the footlights and stage folks merry; prices normal; enjoyment past the midnight hour. Columbia debut (same edifice rebuilt), formality, casual anticipation, a solitary speech; floral offerings arrayed in foyer—like a funeral; play prosey; prices inflated; an evening of dignity terminating a bit after 11. It's "just common"—I thrilled at the former.

Henry, having successfully assembled all the Lizzies, now aims to segregate the in-take of the peo-pul. No more fraternizing of food-stuffs, a social status must maintain. Fruits will usher the day; proteins rule the midday; and for the night-life, on with the starches, stiff and formal! Oh, my! But the medicos taboo all starches! Poor we, what course pursue, to woo the Goddess of Health!

McIntyre and I with stages of similar reaction. Observing henna-ed lady of the forties, flirtatious with youth one-half thereof, gives O. O. gritting of the molars and loosening of the bridgework. Meditating upon a gay popper of the fifties, kittening with blondined flapper, causes Gurty scalp twitches and releasing of the hair cells. We sensitiv-ists!

Whatta life—Dass'al.

Like GURTY and her GARRULITIES, I am coming back to tell you about our service at the

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THURSDAY, THE 13TH

Our "At Home" for this evening was rathe small compared with some of the previous ones but even though it did shower—or perhaps becaus it did—a happy group gathered for bridge, a visi and tea. And where could a more congenial crow be found, or where more pleasant surrounding than in our own club rooms?

We were very glad to welcome some guests, too for just don't we like to share our Thursday eve nings! Mrs. Estelle Walker brought her cousin Miss Caldwell; Miss Grayce Dempsey entertaine Miss Wilson, and Mrs. Thomason had Miss Alic Swartz as her guest.

Even if it was the 13th, Lady Luck was with u for those cakes were the best ever. Our thanks t Mrs. Persia Briggs and Mrs. Mary Crookston fo such sweet thoughts. With such charming hostesse as the Misses Fennig, Adams, Howie, Miller an Tufts serving tea, who could remember weepy skies

I. H. M.

STATE BOARD MEETING AT SANTA BARBARA

A notice has been received at the club rooms o the quarterly meeting of the Board of Director of the State Federation of Business and Profes sional Women's Clubs at Santa Barbara on Sunday March 30, 1930.

Luncheon will be served at the State Teachers College dining hall at 12 o'clock; price, $1.00 State President Ida M. Reed will be in the chai and hopes for a good attendance. The notice i signed by Caroline Bachich, corresponding secre tary.

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SPECIAL COLLECTIONS

The Business Woman

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ol. 7 MARCH 29, 1930 No. 13

Weekly Program

Coming Events

April 1—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.

BUSINESS MEETING.
April 3—Choral Section, 6:30 P. M.
April 3—Thursday Open House, 8:00 P. M.

Hostesses
Hazel Ramon
Irene Bock **Rita Mullowney**
Margaret Brandt **Mary Parsons**

Please make dinner reservations early at the Club Rooms, PR ospect 8347.

SECTIONS

***Book*—Second Monday, 7:30.**

***International*—Third Monday, 7:30.**

***Civic*—Fourth Monday, 7:30.**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:30 to 7:30.**
At Club Rooms.

BUSINESS MEETING

April first is the date of the second business neeting of the year. At the first meeting held in Iarch, general organization plans were discussed ith emphasis in certain directions. At next Tues-ay's meeting we are to be informed as to the ocial program that has been planned for the ear. Just to let you know a little bit of what we ave in mind—the forecast for the current year ill be of equal interest to the member who oined in 1930 and to the member who joined in 916.

IN THE ORIENT

ETHEL L. MAXWELL

It's a wise girl who chooses a distinguished ather with whom to share a fairy tale trip hrough Japan, China, and the Philippines, and he Club is also to be congratulated on a Program Chairman who starts her year with a banner at-raction like Miss Grunsky, who gave 130 of us, nembers and guests, the most delightful evening ve have had for many a meeting on Tuesday, the 8th of March.

While the speaker touched only on the high spots of her trip, she made it very real through the harm of her vivacious delivery and wide vocabu-ulary; and by her fortunate entree to homes and gardens closed to the everyday tourist, took us with her and gave us more than we could get out of a similar trip ourselves.

Imagine being hastened through forty-three dif-ferent invitations in ten days, during the meeting of the World Engineering Congress in Tokyo! These various functions covered lunches, teas, din-ners, dances, operatic and theatrical performances, and garden parties, and included parties by the Crown Prince and Princess Chichibu, Baron Mit-sui, Viscount Shibusawa and Baron Iwasaki. (I hope I have the titles right, but probably this copy of the BUSINESS WOMAN will not fall into the hands of Miss Grunsky's distinguished hosts.) Opportunity was given to the delegates to the Congress to see the most beautiful homes and gardens in Japan. The most beautiful garden in the country is that of Baron Mitsui, who is the Rockefeller, Morgan and Ford of Japan rolled into one.

Viscount Shibusawa, one of the most interesting people they met, is over 90 years old, and was a prominent official in the days of the Shogunate, and conservatively opposed to the Westernization of his country. They also had the pleasure of being entertained at the home of the now grown-up and married daughter of the Daughter of the Samurai, whom you will recall as the little Chiyo. She, too, is an author, having written a book of fairy tales which were told to her by her grandmother, "Picture Tales from the Japanese." While in Japan they were showered with gifts, which we hope Miss Grunsky may be able to show us during a return engagement.

The picture painted of China was not so flowery. Graves occupy 8 per cent of the arable land. Miss Grunsky avoided a discussion of politics in her talk, warning us in passing to guard against a too sentimental or enthusiastic attitude toward this ancient country. Even the dynamic Jimmy Yen has found that the people need first to learn about modern methods of farming and other practical necessities of living.

It is simply impossible to condense into an article suitable for the BUSINESS WOMAN an abstract of all the fascinating experiences the Grunskys had. Those of you who were fortunate enough to hear her and see the delightful movies she took realize my difficulty, and for the rest of you we can only express a sympathetic regret that you could not share our pleasure.

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THE FRIENDSHIP DINNER

No less than twenty-six of our members attended the first annual Friendship Dinner held under the auspices of the women members of the San Francisco Advertising Club in joint co-operation with the women's clubs of San Francisco, on March 20th. The dinner was held in the Colonial Ballroom of the Hotel St. Francis.

Our own member (Past President and now State President) Miss Ida M. Reed was chairman of the affair. The honored guest-speakers were Dr. Aurelia Reinhardt, president of Mills College; Miss Margaret Mary Morgan, past president of our own club and also of the California Federation; Mrs. Edward Dexter Knight, also a member of our club and representing the Western Women's Club as its president; Mrs. W. B. Bonfils (Annie Laurie), who is an honorary member of our club; Mrs. A. J. Cloud, president of the City and County Federation of Women's Clubs; Mrs. R. L. Minar, president of the American Federation of Soroptomist Clubs. Each of these speakers discussed "Peace" in its international aspect, as well as from the community and individual point of view. Mrs. Mae Barr Long (representing Zonta Club), Miss Mary F. Moone (representing Soroptomist Club of San Francisco) and Mrs. May F. Riley (representing our club) were other members of our organization seated at the speakers' table.

A very fine musical program was part of the evening's entertainment.

Miss Reed is certainly to be complimented upon a most successful occasion.

ONE OF THOSE PRESENT.

EVENT, APRIL 26TH AND 27TH

Spring arrived yesterday, and three bus loads of jolly Eventers will enjoy its beauty tomorrow.

Only four weeks left before our next event to the Mother Lode country, through the Sierra foothills. Our first gorgeous sight will be the fields of California poppies, then the lovely hills, some rocky, some with many kinds of trees and shrubs with wild flowers in between; brooks, rivers, and naked boulders from which the earth was washed away by the early gold hunters, leaving these great white monuments of the past. Also, we are promised some snow in the Big Trees, so those that did not take the Snow Trip to Yosemite will have an opportunity to play in the snow.

As there have been so many reservations since our last announcement, it has been necessary to engage another bus and raise our maximum to fifty. So get your reservation in early, as it looks as though the list will be closed very soon. The price including everything is approximately $15.00. We leave in a Pacific Greyhound stage (formerly Yelloway) from 609 Sutter Street, Saturday, April 26th, at 1:00 P. M. promptly. As previously announced, it is necessary to send in deposit with reservation, which in this case is $15.00. We will spend the night at Sonora in a newly rebuilt hotel and we have arranged for excellent meals throughout, so you need not anticipate any discomfort whatever.

CAROLINE BACHICH, Chairman.

"Six evils must be overcome in this world by a man who desires prosperity; sleep, sloth, fear, anger, idleness and procrastination"—Hindu Proverb.

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MERELY BIOGRAPHICAL

By May F. Riley

Ethel L. Maxwell
First Vice-President

The First Vice-President ranks next in power the President; and in her absence performs the ties of President. She is elected to office by te of the members.

This year our First Vice-President is Ethel L. axwell. Her membership dates from April 9, 1917. rs. Maxwell served on the House Committee and ogram Committee when our Club rooms were lo- ted on Kearny Street. While we were domiciled Market Street, in the Justinian Caire Build- g, she was a member of the Reception Commit- e, and took an active part during the first four ars of the Dramatic Section. She was also a ember of the Choral Section during that time.

Mrs. Maxwell served for three years as Program airman, in 1927, 1928 and 1929. Since the ook Section was formed by then President Lord 1927, Mrs. Maxwell has been one of the most portant contributors.

The Business Woman has also received support om Ethel Maxwell; in 1925 she was a contribu- r of special articles; in 1926, 1927 and 1928, ntributing Editor; and in 1930 is Associate litor. She has also been a member of the In- allation Committee for 1928, 1929 and 1930. In siness life Mrs. Maxwell is Transcriber to the roner's Court.

Jeanne B. Goodwin
Second Vice-President and Finance Chairman

The Second Vice-President acts as the presiding ficer in the absence of both the President and e First Vice-President. She is elected to office vote of the members.

The position of Finance Chairman is the ap- intment of the President; the Chairman may be ken from the Board of Directors, or from the embership at large. The Finance Committee con- sts of three; the main responsibility being to lminister the budget.

The word "budget" is of Gallic origin, and mes to us from the word "bougette," meaning wallet, which was commonly used to signify a rtfolio, and came to have its present meaning in ngland during 1760. The Chancellor of the Ex- iequer usually placed before the House of Com- ons a statement of the annual reports of rev- nue, showing to what extent his estimates had een realized, and the possibilities of creating fficient funds to meet future needs. When aking these statements, the Chancellor was said "open his bougette," the word being anglicized "budget." I was interested in learning the erivation of this important word; and am pass- g it on to you.

Mrs. Jeanne B. Goodwin is Second Vice-Presi- ent and Finance Chairman this year. She be- ame a member in August, 1927. First serving on ie Reception Committee, she was appointed Chair- an of the Committee in 1929. The June, 1929, ard party was under the administration of Mrs. oodwin, and in 1930 she was a member of the ommittee responsible for the Installation Dinner. In business life Mrs. Goodwin is Corporation ecretary of the B. F. Sturtevant Company.

THURSDAY, MARCH 20TH

Owing to several counter attractions this eve- ning, we did not have quite our usual large attend- ance, but those who did come I am sure felt amply repaid, judging by the spirit of friendship and sociability that pervaded our club rooms. In addi- tion to our bridge players, there were several groups just sitting and visiting. Among those pres- ent were several members who have not been with us for some time and we hope they will become regular Thursday Nighters.

Those who brought guests were: Mrs. Irene Foster with Mrs. Futernick; Marie Crandall brought Mrs. Naomi Harris; Sylvia Kempton entertained Miss Veghte; Miss Kerrison had her sister, Mrs. McClain; Miss Anise Foster dropped in for a few minutes with two guests from Michigan, Mrs. M. A. Hauser of Detroit and Mrs. Henrietta Ellis of Battle Creek. Before the close of the evening, Mrs. Morrow, mother of our Rae, enjoyed a cup of tea with us.

We have to thank Nettie Smith for our attractive bridge scores. The delicious cakes served were brought by Miss M. Dumas and Alice Kennedy.

We hope those members who have not been at- tending our informal gatherings on Thursday eve- ning will visit us and help to make these evenings a continued success.

A. K.

IMPROMPT-I

That ramble through the Presidio was glorious! The breaking clouds, the bracing air, the water panorama and the s'prise! Jean Doub spread us the most 'licious luncheon at her apartment—ten of our members. Wasn't she a dear? Oh, it was good, and St. Patrick decorations and favors sur- rounded us. Even the cake was green—but not the participants—they were "Wise Guys."

Next Sunday, March 30th, we will tramp through the old stand-by, Golden Gate Park, along that in- triguing road, through the trees, and lover's lane (minus the lover, alas!). Meet at the Park en- trance at Tenth Avenue and Fulton—end of the "A" line of the Geary cars, at 9:30, and without breakfast. We have not partaken at the Chalet for some weeks—I'm sure they miss our little tribe; we will arrive with appetites, plus.

So's you won't be "dated up," we are to tea at the St. Francis on Saturday, April 5th—hold the idea! Price, 50 cents, and tip!

Well, anyhow, you are all welcome to

The Impromptu-I.

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GURTY'S GARRULITIES

Tabitha is more expensive in her habits than Fido — yet not nearly so lovable — d'yer think! McIntyre tells of eight kitties in New York valued at $2,000 per tabbie, with a beauty parlor for their needs. Yet thousands of human beings daily uncertain of a mouthful—how's that strike the moral antennæ?

Doorman at St. Francis Hotel, seventy-and, never missed a day in twenty years, passes on leaving $7,000 in bank for others to scatter. How tearful! Such a giddy proletariat he could have been, if the rainy-day bugaboo had not pursued! Stoker in Canada tries suicide 'cause he tossed $200 into the grate! Me, too, but I 'd make the job definite!

Promoter in course of erection of 19-story monument in Montgomery Street bursts forth with riveting plague and, as cure-all, issues 500 engraved apologies. The apology a success, but the nerves still quiver!

'Twill not be long now to "make it unanimous." The horseless carriage snuffed out over 96,000 in 1928; 1929 statistics promise a marked increase, and 1930 goes on a better pace. Why not take a chance with aviating—in either tryout, we get the air!

Blin-gum annoyed. Bees, pigeons, crows, roosters—pestiferous pests! Bees give stinging salutes; pigeons coo the ether; crows imitate the squawkies; and roosters are premature alarm clocks. Thusly, via ordinance, they must away—perhaps! Ah-ha—these wee joys of suburbanites!

Didst hear of the latest of the inventive mind? A doorbell demanding a coin in the slot to obtain action! Careful—think of the varnish of the front door! There'd be ne'er a ring—but an abundance of kicks!

How's this for a cheerful little ditty:

"One says, 'My friend, you're certainly right.'
Another declares, 'You're wrong!'
But try as you may
There's never a way
To satisfy ALL the throng."

—*Truckee Republican.*

Isn't it so?—Dass 'al.

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CLUB NOTES

CHARLOTTE F. MCCLELLAND

Mrs. Henri Napier Carmer is now permanent located at 2530 Ridge Road, Berkeley, and thrilled with her new experiences on the other si of the bay.

During the week, we had as a visitor Mrs. Ma Reeder of the Hot Springs (Arkansas) Busine and Professional Women's Club.

With Clotilde Grunsky as the magnet, we had banner dinner meeting on the eighteenth and ma members brought guests. Among those noted were Jean Kerrison with her sister, Mrs. McClain; Ge trude Mowder and her sister, Elizabeth; Belle Ba and mother; Alice Jones and mother; Lois Pec ham and sister, Mrs. Bronson, from San Jos Mrs. Anita Ludwig and aunt; Eleanor Walter a sister.

Mrs. Jessie Reed graced our dinner with h presence. It was her first appearance in a lon time. A new member, Miss Margaret Sutherlan who has belonged to us six months, made her dinn debut. We are so gratified to have our new me bers take an active interest and we assure the that the hand of friendliness is always waiting be extended.

Another dinner guest was Mrs. R. M. Wood, w belonged to the club when we first organized. T trip to the Orient was so attractive that Flore Calderwood, who commutes to Palo Alto, stay over to take it with us.

Our deep sympathies are expressed to Miss He riette Steinegger and to the members of her fami in the loss of her father, who passed away Mar 19th.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 APRIL 5, 1930 No. 14

Weekly Program

April 8—Dramatic Section, 7:30 P. M.

April 10—Choral Section, 6:30 P. M.

April 10—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig

Lillian Howie Lily Tufts

Mildred Adams Elsie Miller

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30. At Club Rooms.

THE SPRING EVENT

By Margaret Girdner

The rest of the world may date Spring from arch 21st, but the 73 business and professional omen who signed up for Callie's Inverness trip ill date the Spring of 1930 from 9 o'clock on nday morning, March 23rd. The day was made order, the crowd was jolly, and the arrangeents perfect, so off we rolled on schedule time in ree comfortable Grayline busses. Spring was in e air in Sausalito, and our pleasure was heightned by our greeting from two charming ladies, rs. William Donaldson, President of the Sausato Women's Club, and Mrs. Fred Sawyer, Presient of the Marin County Federation of Women's lubs, who mingled words of welcome with cauons to protect the wild flowers. Through the ourtesy of Mr. Harry G. Ridgway, of the Redood Empire Association, we were also met by an scort of Inspector F. Leber, Captain Al O'Conor, and Motorcycle Traffic Officer, Burt Reeves, ho led our caravan out of Sausalito, along the cean view route through Bolinas, Stinson Beach, nd Willow Camp to Inverness.

At Inverness, the party divided, one group nching as guests of Miss Burris at Highland odge, while the other went on to Inverness Inn. t will always be a souree of argument as to which roup enjoyed the better luncheon—no person can nagine a better meal than the one with which he was served—but, confidentially, it was the ame menu. And those seconds! We had but little ime for wandering through the many beauty spots vhich invited us, as schedules must be met, so Helen Doble took the lead and brought the party o the Bear Valley Dairy Farm, where we became he guests of Col. J. G. Langdon, who directed us hrough one of the most beautiful drives in California.

This is a private estate, open only by invitation, and we saw an unspoiled Marin County—truly the Marvelous. Not content with the view from the busses, we left them after a drive of several miles and most of the party walked up the Valley toward the ocean. It was an unusual privilege, and one the group will always remember. Reluctantly we left this beauty, and were only returned to the material facts of existence by gifts of mince pie and cookies "vamped" from Col. Langdon's Chinese cook by some of the more accomplished of the party.

We returned to Sausalito by way of Lagunitas, San Anselmo and Fairfax, where we were given precedence on the waiting ferry, and "so to bed" —happy, relaxed, recreated, voting the trip perfect and our Committee on Events inspired.

THE BOOK SECTION MEETING

Of March 10th opened with Mrs. Carmer, our new Chairman, presiding, who voiced to Miss Elmina Kelly our appreciation of her faithful and efficient piloting of the section for the past three years.

Miss Elias' talk was a tantalizing hint of some of the high lights of her wonderful trip through Europe. Instead of the big cities which the crowds seek, she sought the smaller places—where the cobblestones in the streets were of lovely designs; and there was a whole building filled with royal coaches, some of them studded with semi-precious stones. Her picture of the shore and skyline along the Mediterranean and into the Golden Horn at Constantinople left us longing to hear more.

Miss Kelly introduced Mr. George Brammer, an instructor in the Part-time School, who has had interesting experiences with sub-normal and delinquent boys. Mr. Brammer read us some of his

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

OFFICERS

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First Vice-President.....Ethel L. Maxwell
Second Vice-President.....Jeanne B. Goodwin
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Blanche I. Newton
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Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

short poems of child life in the style of Milne and Dorothy Aldis.

Miss Bertha Pierce's review of Palache's recent biography of Marie Antoinette, an account of Bess Streeter Aldrich's fine story of pioneer life, "A Lantern in Her Hand," ably done by Mrs. Wiltse, and Miss Johanna Heim's outline of Gilbert Murray's "Classical Tradition in Poetry," completed an interesting evening. Mrs. Carmer alluded to the last paper as being in line with the critical reading we expect to do this year.

Miss Kelly told us what is in demand among the new books: "The Office Wife," by Faith Baldwin, the story of a business woman; "Lone Voyagers," a story of college faculty life; "Goodbye to All That," by Robert Graves, which the English consider the best war "story" yet, and, of course, "The Woman of Andros," by Thornton Wilder.

C. A. R.

MERELY BIOGRAPHICAL

JEAN E. KERRISON, SECRETARY

By May F. Riley

The Secretary is also elected to office, throu vote of the members. It is her duty to record t minutes of each meeting; to keep the membersh records; to conduct the general correspondence the Corporation.

Jean E. Kerrison is Secretary this term. S joined the Club in September, 1926. Served as member of the Reception Membership and Hoste Committees. For two years—during 1928 an 1929, Miss Kerrison was the Treasurer.

Miss Kerrison is Secretary of the printing fir of Carter-Farrar, Inc.

BLANCHE I. NEWTON, TREASURER

Next in rank on the Board of Directors is th Treasurer. Our By-Laws give her the power take charge of all money for the Corporation; t disburse the funds by authority of the Executiv Committee or the Board of Directors upon iss ance of warrants signed by the President, th Finance Chairman, and the Executive Secretary The Treasurer keeps the financial accounts of th Club and gives monthly and annual statement She is elected by vote of the Club.

Miss Blanche I. Newton is our Treasurer thi year. A comparatively new member, her membe ship dates from December, 1928. Shortly there after, she became a member of the Receptio Committee, serving during 1929.

Miss Newton is bookkeeper for Mr. Georg Wagner, building contractor.

ONCE AGAIN—MEMBERSHIP—AND PRIZES

I have two changes to report on my committee— Ada Brace and Mae Cummings have found it neces sary to give up the work, and their places will b taken by Jessie Eckles and Bertha Stalder.

You have been told that there would be thre prizes, one to be given to each of the three mem bers bringing in the largest number of new mem bers. The first prize, donated by President May Riley, is a Club pin set with a jewel and suitably engraved on the back. The second prize, donate by our Honorary President, Lillian Palmer, will b a lamp made by herself. The third prize, again donated by our President, will be a plain Club pin suitably engraved on the back. Which of these prizes are YOU going to win?

Start in now and bring in that friend you have been intending to for a long time—give her an application blank so she can see the advantages we are offering her. Let's get to work and see who will be the first one to hand me an application blank, properly filled out and accompanied by initiation fee, for this month.

Estelle V. Walker,
Chairman Membership Committee.

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EVENT—APRIL 26-27

There has been so much enthusiasm over the other Lode trip that our reservation list is almost closed. Our maximum is 50, and we have only a very few tickets left. And what a jolly crowd! I will not go into detail as to what we will do, but I have been promised a good time for me and my gang'' all along the route. Price of trip approximately $15.00. We will leave from 609 Sutter Street, in Greyhound Stages, on Saturday promptly at one o'clock.

Our Event for May will be a picnic—an old-fashioned one—at the summer homes of Mae Barr Long and Belle McDonald, at Black Point. Enough said—you know now that we will have a jolly time. All the arrangements have not been made, but we are asking each one to bring her lunch, and we will supply the coffee and fixings. There will be a baseball game; races for the short, tall, man and—oh, well, the plump; and other amusements. But, of course, you can do whatever you wish, either play or be like the little rock on the hill, ''just a sittin' still.'' More later.

CAROLINE BACHICH, Chairman.

HEAR YE! HEAR YE! HEAR YE!

The Federal government and the city ask the co-operation of everyone in the 1930 census. It is suggested that every business woman leave the necessary data at her home to facilitate the taking of the census. This stupendous task is undertaken every ten years at the beginning of each decade. It is very little to ask of each one to do her little share to speed the work along.

Naturally, we have a great pride in our ''City of the Golden Gate,'' and are desirous that every possible name be included in this census. May I, therefore, REQUEST THAT SHOULD IT BE NECESSARY FOR ANY MEMBER OF THIS ORGANIZATION TO LEAVE TOWN WHILE THIS WORK IS IN PROGRESS, BEFORE DOING SO SHE COMMUNICATE WITH MRS. J. J. CLOUD, 609 SUTTER STREET, in order that a deputy may be sent immediately to interview her.

I assure you that your earnest co-operation will be greatly appreciated.

MAE BARR LONG.

IMPROMPT-I

Tea at the St. Francis, Saturday, April 5th. Meet in the lobby about 3:50. Come on, have a chat and a swanky bite (only fifty cents) with

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CLUB NOTES

CHARLOTTE F. MCCLELLAND

Mrs. Myrtle K. Edwards has returned from Fresno, where she was located for the last six months.

Mrs. Lula Boyd Stephens is now Executive Secretary of the Southern Alameda County Welfare Association, with a residence in Hayward.

Miss Hazel Mangels left on March 15th for a two weeks' visit with friends in New Orleans. She stopped enroute to enjoy the splendors of the Grand Canyon of the Colorado in Arizona, and at last accounts was having a very wonderful vacation.

Miss Grace Richardson, of Asilomar, who is associated with the National Y. W. C. A., was a visitor at our Club rooms.

Miss Irene Bubser has announced the opening of a vocational service for office assistants in the Loew's Warfield Building.

Eva Smith Hackett, a member, and our next door neighbor, announces the presentation by the ''Hackett Players'' of four skits at the California Club on Clay Street on Friday evening, the fourth of April.

OUR SANTA BARBARA NEIGHBOR

A letter has been received at the Club rooms from Jennie M. Edmondson, the outgoing President of the Santa Barbara B. & P. W. C., announcing the election of her successor, Miss Esther Poulson, as President. Miss Edmondson also expresses her appreciation and enjoyment of THE BUSINESS WOMAN, which in turn pleases us. We extend to Miss Poulson the congratulations of this Club, and our best wishes for a successful term in office.

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GURTY'S GARRULITIES

Sommer & Kaufmann Opening—a 20th Century Shoe Palace. O-hhh, you should have a squint! From the Thrift Shop in the basement to the Arch-Preserver Gallery on the third floor, I spied shoes, but the building was a flower show in ravishing colors. Carpet gayly modernistic, indirect lighting, producing daylight radiance, and that Oval Court, hard to realize the home of just "shoes." The thought did percolate that once upon a time $3.50 was a top-price for "snappy dawgs."

Have you heeded Union Square? Palms formerly lined Post Street only, but a bright mind directed thinning and transplanting to various corners and along Geary; additional smaller palms fill spaces, making for symmetry and beauty—time to add its bit. Don't-yer love that square?

Those vamping new, slim salad knives on display. If I'd only be "axted" to a feast where they participated—what bliss! Valiantly I struggle with fork or, sheepishly, fudge the utility knife and spatter: Oiy! My speckled fronts!

Hatless goofs running wild. O. K. for callow youth, but the old-young-uns streaked with grey, reviving boyhood; a whiff of fog and they wheeze. Hatless males confuse, no hat to tip, be they bowing, nodding or doddering? In business, I sought information of a hatless "guy" who ritzed me: "Madam, I am not an employee." My faux pas!

All doubts vanish. Before me an announcement extraordinaire: "Classes for secretaries, stenographers, copyists and policewomen." My classification settled—I rank with the "coppers." Come on, you census-takers!

Ultra in Club-life: Hay-fever Snobs join hands to fraternize in good old sneezing bouts. Fawncy: A sneezing-inn with the password, "A-Chew!" Gatherings a trifle misty—but what continuous rollicky rounds of "Gesundheit!"

The urge for superlatives: New York has highest buildings; Chicago, largest hotel (Stevens); San Francisco (must go 'em one better) Ah: Hugest outdoor swimming pool in all the wur-r-ld (a fact). Perhaps some day I'll win the grandest man, with the mostest money and the loveliest eyes—aren't I the durndest fool?

Reflections: Yuh, yah, yep, yass, yeah, mebbe—equal Yes!

Three Musketeers at the festal board—Chicken, peas and ice cream.

Hoop-de-dee—Dass 'al.

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ANOTHER ENJOYABLE "AT HOME"

Even though it was an exceptionally warm eve ing, about 45 members and friends came to r new friendly associations and enjoy the cool Clu rooms Thursday evening.

We were very glad to see Jessie Eckles and Ma garet Dailey, who have not been with us for som time. Mrs. Shaw brought as her guest Mr Lenore Curten and Miss Aida Wickstrom. Mr Steidel brought a guest, Mrs. Dorothy Bailey, an Meta Bolte had Mary Reeder.

Thank you, Jean Kerrison, for the fine poun cake, and my, what delicious home-made cookie Irene Foster gave us!

There is always some surprise delicacy in sto for those who attend on Thursday evenings.

B. M. P.

DRAMATIX—LOOK YE!

On Tuesday, April 8th, we ll read "The Fir Mrs. Frazer." I know nothing about the lady, b hope she is entertaining.

Also, we are to consider material for a stunt be "put-on" at Asilomar—so bring along yo very best ideas.

Gertrude D. Tubbs, Chairman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 APRIL 12, 1930 No. 15

Weekly Program

April 14—Book Section, 7:30 P. M.
April 15—DINNER, 6:00 P. M. SHARP.
Western Women's Building,
609 Sutter Street.

Ethel L. Maxwell,
First Vice-President, Presiding

SPEAKER: Mr. Gustave Severin.
SUBJECT: "Devil's Island in Fact and Fiction."

April 17—Choral Section, 6:30 P. M.
April 17—Thursday Open House.

Hostesses
Alice Kennedy
Mary Menary Almyra Duffey
Elma Bailey Amanda Heuerman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:30 to 7:30.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347.

DINNER PROGRAM

Mr. Severin spent over four years in Dutch and 'rench Guiana, attached to a German-Swiss study ommission in search of data as to leprosy, tropial anemia and malaria. This work brought the iembers of the commission in almost constant conact with the official and convict world there. Iundreds of convicts were their employees, as well s study-subjects. Mr. Severin assures us that he s no silver-tongued orator, and has no "message" o deliver, but we are informed elsewhere that he iarrates simply and entertainingly some of his perónal experiences and observations in forlorn corıers of the world such as Guiana, South Algeria ınd Morocco, conjuring up memories of long ago n the informal fashion of a fireside chat. Devil's Island has been the scene of two recent and vorth while books by Blair Niles, one of which was ıised as the scenario of a successful movie, and it s also featured by the exuberant Mr. Halliburton n his latest outpouring, "New Worlds to Conquer." The attention of the membership is drawn particularly to the change of time, 6 p. m., instead of 6:15, at which dinner will be served. We are having an early dinner for two reasons: First, in order to give Mr. Severin a full hour for this timely and informative talk, and second, to enable those of our members who are going to the final and most important concert of the San Francisco Symphony Orchestra, to do so. The early dinner will make it entirely possible to have dinner at the Club, enjoy Mr. Severin's talk, and get to the Exposition Auditorium in comfortable time for the concert.

ANOTHER FEATHER IN HER CAP

Clotilde Grunsky is so used to honors by now that one more or less is all in the day's work to her. Club members will be interested to know that she spoke before the San Francisco Electrical Development League at one of their recent meetings. She gave them "a delightful review of her recent trip through the Far East," with special stress on electrical problems and developments, in her own entertaining and charming style.

ATTENTION!

Do you remember that old song, "Everybody's Doing It, Doing It, Doing It"? I am reminded of it by a notice recently sent out by the San Francisco Commercial Club. They, too, have decided to bring their membership up to the quota where it belongs. However, to obtain this, they have to secure 400 members, and they limit themselves to three months in which to do it. NOW, if mere man can do that, what are *we* going to do for *our* Club! Don't forget, if every member gets a member, we would have a waiting list.

ESTELLE V. WALKER,
Chairman, Membership Committee.

NEXT BOOK SECTION PROGRAM

Mrs. Maxwell will review "The Woman of Andros," by Thornton Wilder. Mrs. Petch will discuss the time of Pericles. Mrs. Stuart will report on Greek Studies by Walter Pater, and Miss Kerr "The Legacy of Greece," by Gilbert Murray. Surely a worthwhile program.

IMPORTANT TO CONTRIBUTORS

The BUSINESS WOMAN goes to press early Monday morning of each week. Will contributors, therefore, please have copy in the hands of the editor not later than Saturday afternoon for the issue of the next week? Copy may be sent to the Club rooms (Attention, Mrs. Mabel Pinger), to her office or to her home. A communication sent by special delivery to the latter address will insure its arriving in time, if you have waited until the eleventh hour.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

OFFICERS

President.....May F. Riley
First Vice-President.....Ethel L. Maxwell
Second Vice-President.....Jeanne B. Goodwin
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Blanche I. Newton
Auditor .....Gertrude Mowder
Honorary President, Lillian Palmer

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Mabel T. Johnson — Celia A. O'Brien

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Membership .....Estelle Walker
Program .....Mary Sexton
Reception .....Nell Boardman
Publicity .....Bertha Dale

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Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

MEMBERS, TAKE HEED!

Article XVII, Section 7, of the By-Laws reads: "Any member who shall be in default in the payment of dues for thirty (30) days shall become delinquent, and will be posted without further notice, and shall not be entitled to vote; and any delinquent member who shall fail to pay such dues within thirty (30) days after notice from the Secretary of such delinquency shall be dropped from membership and cease to be a member of this Club."

BLANCHE I. NEWTON, Treasurer.

MOTHER LODE TRIP

You lucky ones who are planning to join the caravan to the Bret Harte country on April 26th, have you sent in your deposit of $15.00? If not, don't delay. There are only three or four tickets unsold. The country is lovely; the crowd congenial; the opportunity exceptional.

MERELY BIOGRAPHICAL

By MAY F. RILEY

GERTRUDE MOWDER, AUDITOR

The Auditor audits the monthly and annual reports and accounts of the Treasurer before these statements are presented to the Club; and renders a report of her audit at each monthly meeting; at the annual meeting, a written report is submitted. She is elected to office by the membership.

Miss Mowder is Auditor for 1930. She joined the Club in April, 1918.

The account which Miss Mowder sent me of her committee work holds a great deal of interest because it was at that time that the Club was rapidly developing. Miss Mowder's first work was with the "Bath Salts Committee"; this committee was responsible for the first bond purchased by the Club. In 1923, Miss Mowder was a member of the Reception Committee, and has served continuously on that committee, acting as Chairman in 1927. She has been a member of the "Remembering Fund Committee" since that work was started and also served on the Christmas Cheer work. The Membership Committee was part of her duties for one year.

Miss Mowder is bookkeeper for Lengfeld's Pharmacies.

DIRECTORS-AT-LARGE

LYDIA FLOAN — CELIA A. O'BRIEN
MABEL T. JOHNSON — HAZELDEAN MITCHELL

There are four Directors-at-Large, who serve for two years; the term of two Directors expiring each year. These Directors are elected by vote of the members. There are no particular duties assigned them by the By-Laws; the President designates such duties as are indicated. This year each Director has been asked to devote herself to membership.

Miss Floan was elected a Director in 1929; this is, therefore, her second year on the Board. Miss Floan joined the Club in May, 1922. She took part in all kinds of committee work, she tells me, from reception work, repairing, lamp-shade making, painting chairs and tables to waiting on table. She was on the Bath Salts Committee, and took part in "most all of the programs and nearly all ticket selling campaigns; joined all contests; started with the Gym class at the beginning and stayed with it to the end; joined the Choral and still with it." She was Treasurer of the BUSINESS WOMAN for two years, Publicity Chairman for one year, and a member of the committee that sold "Participations" that furnished our present rooms. Miss Floan is now serving her second year as our Club reporter on the *California Woman;* and she is also Associate Editor of that paper, representing the Northern District. In business: Office Manager with A. F. Towler, Western representative of Bigelow-Sanford Carpet Co.

Mrs. Johnson was elected a Director in 1929

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is then being her second year on the Board. Mrs. ohnson joined in August, 1923. She was Chair- an of Events in 1928 and 1929; member of the stallation Dinner Committee in 1929 and 1930. rs. Johnson is Manager of the Hospitality Bu- au of the Chamber of Commerce. Having or- nized this department in 1921, she handles offi- ally the reception of important visitors from reign countries, including diplomats of the nited States. She organizes convention pro- ams, luncheons and dinners of the Chamber of ommerce, and conducts a general service bureau the local Chamber of Commerce.

Miss O'Brien is serving her first year as a Di- ctor. She joined the Club in 1924. She was a ember of the Reception Committee in 1926 and 29, a member of the Gym class, Advertising anager in 1926 and 1927 for the BUSINESS OMAN, Chairman of Membership in 1928, and hairman of Publicity for the State Convention hen it was held here in 1927. Miss O'Brien is gain associating herself in advertising this year, orking with Mary Baker. Miss O'Brien is an surance broker, writing all lines of insurance, ut specializing in life insurance, life incomes and cident and health plans that best serve business nd professional women.

Miss Mitchell was also elected to a Directorship is year. She joined the Club in 1927, served on e Reception Committee in 1929, and this year is ffiliated with the Events Committee. In business: ity Ticket Agent for the Pacific-Greyhound lotor Coach System.

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CLUB NOTES

CHARLOTTE F. MCCLELLAND

We are glad to receive word from Mrs. Rowden (the former Mary Jackson), who is enjoying her travels through the Northwest with Mr. Rowden. They will be away until September, when they anticipate returning to California. Mrs. Rowden sends kind remembrances to all.

On April 1st, for the first time on the Pacific Coast, a woman became Vice-President of a bank, and that woman no other than our own member, Mrs. Edward Dexter Knight, who assumed that office as Director of the Women's Department of the Bank of Italy.

Belle McDonald has been appointed Emblem Chairman of the State Federation, and Ada H. Brace, Chairman of the Ada Margaret Brayton Endowment Fund.

Hazel Mangels has returned from her trip to New Orleans, and on her first visit to the Club brought with her Mrs. J. L. Culver, of Minneapolis, Minn.

Mrs. Mary Ellen Holt, who has been in Los Angeles, has returned. We are glad to have her with us again.

Miss Buckley, of Santa Barbara, was Ethel Maxwell's guest at the Club rooms.

Virginia Marshall is exceedingly busy educating the inhabitants of the Hawaiian Islands in the use of the products of the Southern Cotton Oil Trading Co., whom she represents. She was anticipating an air trip to Hilo (her first), a distance of two hundred miles from Honolulu. She sends her best regards to Club members. Miss Marshall is uncertain as to the date of her return. Probably not for several weeks, at least.

We regret to hear that Caroline Bachich has been ill with tonsilitis. We wish her a speedy recovery.

Nell Palmer spent the week-end with Lillian Palmer and Emily Williams at Wake Robin.

A number of our members attended the State Board meeting at Santa Barbara, March 30th. The party was headed by Ida M. Reed, State President. She was accompanied by Caroline Bachich, State Corresponding Secretary; Zulu Clements, Past State President; Ada H. Brace, Chairman of the Ada Margaret Brayton Endowment Fund; Annie Little Barry, Parliamentarian, and Edith V. Johnson, of the San Francisco Women's Traffic Club. They report an interesting, constructive meeting, and a delightful trip.

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GURTY'S GARRULITIES

San Francisco and Vallejo getting chummy—15 minutes apart. Amphibians cut time an hour and a half. Hold record of 18,000 passengers, trans-bay, since February 1st. My record is a non-start flight.

First of its kind in the West, second in the U. S. Charming new Retreat of Christian Science Church soon to welcome those in quest of healing, study and rest. Within Arden Wood (Sloat Boulevard and 19th Avenue), it is sheltered and without public road; circling paths invite thought; ocean tang fills the lungs; whirr of the city far distant. Oh—I'm almost a convert!

Silverware degrades to the "Rental Class." "Big Flash" for the feast now made at so much per instrument. Lavish display at 3 cents per day, per fork, per knife, et al; per dish, per tray, etc., 10c per diem. How much per for rental of the boy-friend?

Helen Hayes to present show with nineteen women—no men. In London "Nine to Six" (all females) plays capacity. We're balancing that "Journey's End."

200,000,000 pounds excess fat in America—Horrors! Average of 1¾ excess per individual. Surely—that's you!

Next week, we rejoice our rehabilitation—24 years of progress! The Census must show us 750,000 strong! Do your bit! Sez you: "Are you counted?" Sez me: "Aye—aye—three times, if I dared."

Fifteen dollar gown shop run epidemic—every niche a display. Emporium ad: "Last month disposed of 1,780 $15 gowns, every shade, pattern and color." Who wouldn't be in print for 15 pesos?

Frankfurters and flying fail to assimilate; maneuvers of flying squad to a hurried close, after frankfurter luncheon. Ask Merrie Sunshine—she can vouch for their unsteady capers!

"Hey, diddle, diddle!
A grave human riddle
Forever unsolved remains;
Why in tarnation
Are some of creation
So proud of their aches and their pains!"
—Unknown.

Ouch—Dass 'al.

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IMPROMPT-I

Great walk that Sunday—sixteen tripped t Park in the happy air of spring; how we did e joy that informal breakfast—with the huge coffe pot in Sarah's domain, and the cream-bottle rota ing!

Monday last we dined, self-help, at Dinty Kitchen. Such a dish! Thereafter, twenty-ni of us revelled in the laffs of "June Moon."

For those who may be alone Easter, we will ov the Bay in the afternoon, wander a little, and th to the Claremont Hotel; from the spacious veran we will gaze "Out West" and dream in the fadi sun. Delicious dinner and an hour of music wi complete a happy day. We did this last fall, ar it is a day to repeat. Time details next week.

Sunday, April 13th, let's try a dip at the Wes ern Women's Plunge at 9 a. m. A salt wat "dunk" or a paddle (that's me), and breakfa upstairs about 9:45 to 10. Then to a Mark Street tram (like the word), and out to th Rhododendron Glade, in the Park, to inspect t blooms. If no like swim, then join at breakfa —the elevator operator will be instructed to we come you.

Glancing above, it would appear that "eating was the main issue in life with THE IMPROMPT-

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ol. 7 APRIL 19, 1930 No. 16

Weekly Program

Coming Events

April 21—International Section, 7:30 P. M.

April 22—Dramatic Section, Curran Theatre.

April 24—Choral Section, 6:45 P. M.

April 24—Thursday Open House, 8 P. M.

Hostesses

Sylvia Kempton
Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello

April 26—Mother Lode Trip, 1 P. M.

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

BOOK CHAT

By Ethel L. Maxwell

Having deprived the devoted following, or clamring public, or what you will (including the Editor f The Business Woman), of the light and guidnce of this department for more than a year, it is gain functioning.

Late last year "The Meaning of Culture," by ohn Cowper Powys, was published during the ush of fall and winter books. For this reason, it nay have escaped the attention it deserves, and is rought before you now as a book which will afford asting pleasure to its readers and prove of conderable value to the more youthful city dweller vho, in this age of the machine, of noise and rush, s trying to follow Dr. Lindsey's advice and find n island of silence in each day's program where he can be quiet and relax.

Mr. Powys quotes the definition: "Culture is what is left over after you have forgotten all you nave definitely set out to learn," and goes on to say: "In this sally you get at least a useful warning against associating culture too closely with the academic paraphernalia of education." While the book is the product of both a cultured and an educated mind, it is not pedantic and consciously superior in its erudition, but rather is it the result of an attempt to formulate the personal philosophy of an individual Englishman as a possible guide for others.

The book is divided into two parts, Analysis of Culture and Application of Culture; the subject considered in the various chapters in its relation to philosophy, literature, poetry, painting and religion in the first half; and in the second, happiness, love, nature, the art of reading, human relations, destiny and obstacles to culture.

Mr. Powys' text is awareness, and again and again *awareness!* Not to take the passing moments for granted, not to take the passing scene for granted, but to be passionately determined on keeping one's mind, eyes and ears intensely alive to all sensations.

The two chapters on books and one on nature are specially worth while, but the whole book will well repay reading and we believe will be even more enjoyable on a second reading.

NORTHERN DISTRICT MEETING AT SACRAMENTO

Sacramento is to be hostess to the Northern District at the regular quarterly meeting on May 4th.

Round table discussion and business meeting on the mezzanine floor of the Hotel Senator will precede the luncheon at 12:15 in the Florentine Room. The price of the luncheon will be $1.00 and reservations should be received by Mrs. Burlingame not later than Tuesday morning, April 29th.

For those who arrive in Sacramento early on Saturday evening a dinner has been arranged at Atlasta Ranch, three miles north of Sacramento on the Auburn Highway. Club presidents and District officers are to be guests of the hostess club at this dinner. Club members other than officers who wish to attend the dinner should make reservations with the Sacramento Club not later than April 30th.

Dinner will be $1.50 per plate and will be served at 7:00 P. M. Cars will leave the club rooms in the St. Francis Hotel, Tenth and I Streets, Sacramento, at 6:00 o'clock. Visitors driving their own cars are requested to be at the St. Francis Hotel promptly at 6:00 o'clock.

Procedure in reservations:

For the Sunday luncheon, by April 29th, through Mrs. Burlingame.

For the Saturday dinner, by April 30th, direct to Business Women's Club of Sacramento, the St. Francis, Tenth and I Streets, Sacramento.

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For hotel accommodations, Saturday night, by April 29th, through Mrs. Burlingame.

I sincerely hope that a large delegation will attend from San Francisco.

MAY F. RILEY, President.

DRAMATIX!

We read "The First Mrs. Fraser" at our last gathering and all present declared it the most interesting and sparkling play of the year.

We well deviate at our next meeting, taking a dash into music. On Tuesday, April 22nd, at the Curran, we will enjoy the "New Moon." Perry Askam (Red Shadow of the "Desert Song") and male chorus of 40 voices promise a delightful evening.

Members welcome. Tickets 75c, Dramatic dues 25c.

GERTRUDE D. TUBBS, Chairman.

MERELY BIOGRAPHICAL

By MAY F. RILEY

NETTIE B. SMITH
Chairman, House Committee

When the Board of Directors meets (on the Fr day preceding the first Tuesday of the month seventeen are entitled to be present: The honorar president, the ten elective officers, the chairmen o the five standing committees, and the editor of THE BUSINESS WOMAN. Since these latter six chairme are responsible for the conduct of their particula departments, it is imperative that those depart ments of the club be represented at a Board meet ing; not only to speak for the committee, but als to faciliate the co-ordination of all activities of th club organization. The By-Laws rank the commit tees in the following order: House, Membership Program, Reception, Publicity, and BUSINESS WOMAN Editor. These chairmen are personally ap pointed by the president and ratified by the electiv directors.

The House Committee chairman this year is Mis Nettie B. Smith. Miss Smith became a club mem ber in July, 1920, and has continuously worked o the Reception, Hostess and Christmas Cheer Com mittees. She has always taken an active part i any ticket-selling campaign. In business, Mis Smith is secretary-treasurer of the Francis-Valen tine Company.

ESTELLE V. WALKER
Chairman, Membership Committee

Mrs. Walker's membership dates from March 1918. In 1919, she initiated a campaign to pur chase the club's Victrola. In 1920, a member o Reception Committee; secretary of the club in 192 and 1923 and in 1926 and 1927; on Membershi Committee in 1923 and 1924; captain on three the atre parties. When we moved from 575 Marke Street to the P. G. & E. building, Mrs. Walker wa a member of the Housing Committee. She was al ways a member of committees pertaining to car parties and the "Participations." She was club news editor for two years and a member of the Publicity Committee in 1927. She was a membe of the General Convention Committee when the State Federation met in San Francisco in 1927 There was a time when we did not have an ad dressograph, so from 1924 to 1927 Mrs. Walke attended to the mailing of club communication and now continues her service by giving her Thurs day luncheon period to helping with others in the folding of our club paper.

A fine background to the chairmanship of the Membership Committee for the current club year!

In business, Mrs. Walker is assistant Pacific Coast advertising manager of the Butterick Publishing Co., the publishers of *Delineator, Butterick Quarterly, Adventure, Progressive Grocer* and *Good Hardware.*

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EVENT—APRIL 26TH-27TH

Last call! Only eight days left, so come, ye adnturers, and join the Covered Wagons for the mps of '49. We promise you a real thrill, but ne of the discomforts of the old-time stage aches and wayside camps. For the eternal plea "What shall I wear?" I would suggest comrtable sports clothes and stout walking shoes—king outfits not necessary. Should you wish to ange for dinner, we suggest an informal frock d perhaps a sweater or light coat for those who sh to prowl around in the evening.

Price of the trip is $15.00, and there are still a w tickets left. All those who have made reservaons, please send in your deposits at once, if you ve not already done so.

We will leave from 609 Sutter Street, promptly one o'clock. If you do not have time for lunchn before leaving, you can get it on the Southern acific Ferry.

CAROLINE BACHICH, Chairman.

BUSINESS AND PLEASURE AT SANTA BARBARA

By CAROLINE A. BACHICH

The report of the State Board Meeting at Santa arbara has been delayed owing to an attack of nsillitis. Those attending the meeting from San rancisco were Ida M. Reed, State President; Zulu ements, Past President; Caroline Bachich, Ada race; and Edyth Johnson of the San Francisco affic Club. In the morning the members of the ostess club met us and took us for a drive around nta Barbara, one of the special treats being a alk through the J. J. Mitchell private garden, hich was a mass of bright spring colors.

After luncheon, served in the New State Teachs' College, the meeting was called to order and e regular business of the board transacted, a reort of which will reach this club in due course id through the proper channels. Nathalie Clark, hairman of Music for the Convention, suggested hat all clubs learn Spanish songs, to sing at the onvention, as the theme will be Spanish. She also eminded us that the early Spanish songs were ngs of poets, of the soil, or of troubadours, and ot present-day jingles. She suggested that if there re any guitar players available, they should be rought to the Convention.

The next State Board meeting will be in San rancisco on June 22nd, notice of which will apear at a later date.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

We had as visitors at our club rooms Miss Wendy Huntingford, a member of the Zonta Club of Chicago and a guest of Mrs. Mae Barr Long; also Miss Grace Rippe of Seattle, a friend of Mrs. Bertha Stalder.

Mrs. Jessy Scott is having a grand, though strictly business, trip in Mexico.

Mrs. Alice M. Hull rarely has an opportunity to meet with us, since she resides in Berkeley and is employed in Oakland. She writes, however, that she wishes to keep up her affiliation with this club and that she enjoys reading our weekly paper. We sincerely appreciate such a loyal member.

Our State President, Ida M. Reed, received a shock recently when she learned that she had been elected to serve two years as director of the San Francisco Advertising Club instead of one year, as she had supposed.

A group of our members combined business with pleasure by visiting the Central District Sunday, the 13th. State President Ida M. Reed, accompanied by Ada H. Brace, had breakfast with the Fresno Club; lunched at noon with the Central District at Hanford. Monday they spent with the Porterville Club, leaving there for a few days in the Yosemite Valley.

Zulu Clements and Margaret Mary Morgan, both of whom are Past Presidents of the State Federation, also attended the Fresno breakfast Sunday.

Ida J. Lord has been entertaining Eastern guests. Together with Ida M. Reed she has been busy showing her visitors local points of interest.

The annual installation banquet is a thing of memories; a delicious repast; a witty and charming chairman; beautiful women, elegantly gowned; handsome men (two of them); a delightful program and spring flower decorations. But we will not say more about it, for those who were there know how altogether lovely it was, and those who were not—we will save their feelings.

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GURTY'S GARRULITIES

Woes: Attacked, demolished, we're barely existent, since that roaring air raid of Monday! Saturday next, an armada of 160 planes, maneuvering hither and yon, hopes to make landing at Mills Field and recapture. So sanguine are we of rescue, that visitors are expected to throng the Field and witness this thrilling game of make-believe.

Greatest actor of China, the furor of New York, with us for a week, one night of which—the 23rd—he will hold forth at the Tivoli. Plays woman parts exclusively, that being the highest form of dramatic art in China (odd, considering the low esteem in which the female is held). Should be an interesting evening, if the price be not ambitious.

Patronizing Prof. discovers(?) female brain as "good as man's." Where's that "burd" been? Why, we've always known that. Fact is, we admit "It's good-er."

Shoes: If the environment be not exactly keerect, the tooties take a misfit. Livingston's tempt with afternoon tea and "cigs" for puffers, offering the frazzled nerves relief. I'm a cat: "They make it impossible to escape."

"Get the ax" and you become an Immortal. Twenty-one "gods" receive gold medals, bearing name, date and portrait of *the* "AX," as well as Block S, which means free entree to all Athletic Events for all time. Who wouldst a-colleging-go to become erudite? Not in the year 1930!

Easter Toast (original and awful):

Here's to the little Easter Chick,
Here's to little Bunny;
Here's to the little Easter Duck,
All so very funny;
May they bring you joy on Easter Day,
A nice new gown and bonnet.
My wishes true
To all of you:
Thus ends my silly sonnet!

Quack, Quack—Dass 'al.

A CARD PARTY AT BURLINGAME

The Burlingame Business and Professional Women's Club invites our members to attend a card party to be given on the evening of April 24th at 8 o'clock. Score cards 50c; proceeds to go to the benefit of the Scholarship Fund. The party will be held in the Burlingame Woman's Club, 217 Park Road, Burlingame. Reservations may be made with Mrs. Burlingame.

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ANOTHER FESTIVE THURSDAY EVENING

At our "Open House" on April 10th, the attendance was not large, but the atmosphere was cozy and congenial. Lovely flowers and bright print dresses gave us a welcome touch of spring. The tulips and lilacs sent by Mrs. Annie Little Barry and the lovely acacia blossoms were greatly admired.

We were very pleased to welcome Miss Edith Quick and her two guests, the Misses Mildred Heilman and Marie Willson.

When tea was served, Mrs. Crookston, with her usual genius for artistic effect, provided our president with a very attractive table, which appeared as though by magic, set with a white tea cloth, pink candles and a vase of pink tulips. This innovation lent an unusually festive air to the tea hour.

Mrs. McClelland surprised us with a box of sandwiches; Lily Tufts, one of the hostesses of the evening, brought a cake, and we also wish to extend our thanks to Belle Banz, who could not be with us, but who remembered us with a delicious coffee cake. We were glad to see among our guests Mrs. Elsie Monte, former hostess, now a member of the Reception Committee, and Sylvia Kempton who is serving her third term on the Hostess Committee.

Lillian R. Howie.

IMPROMPT-I

Easter Sunday: As stated in last issue, we will go over the bay, stroll, watch the sunset and dine at Hotel Claremont. Every-day clothes and shoes for light walking. Take the 3 o'clock Key Route boat—be at the Ferry a few minutes before.

All welcome with The Impromptu-I.

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SPECIAL COLLECTIO

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 APRIL 26, 1930 No. 17

Weekly Program

April 26—Mother Lode Trip, 1:00 P. M.
April 28—Civic Section, 7:30 P. M.
April 29—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
SPEAKER: Dr. Werner O. von Hentig, German Consul-General.
SUBJECT: "Fifteen Years of Central Asian Problems."
May 1—Choral Section, 6:45 P. M.
May 1—Thursday Open House, 8 P. M.

Hostesses
Hazel Ramon
Irene Bock Rita Mullowney
Margaret Brandt Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

MODERN ARABIAN NIGHTS

A modern "Arabian Nights" is the treat in store or Club members on April 29th, when Consul-General Dr. Werner von Hentig will recount his adventures in Central Asia.

The mysteries of the Orient have a never-ending ascination for us, and Dr. von Hentig is well qualified to give us an intimate picture of Asiatic customs and problems, having spent a number of years in Asia as a member of the German diplomatic service in Turkey, Persia, China and Afghanistan, and is a recognized authority on this subject. Among the thrilling adventures, which he will relate, are an arduous and dangerous mountain-climbing expedition, and a year spent in that most mysterious and impenetrable of Eastern cities, Kabul, capital of Afghanistan—a locality visited by few Europeans, from which still fewer return.

DEVIL'S ISLAND

By MARGARET GIRDNER

The program of the dinner meeting of April 15th was the contribution of the Club toward the current trend of "debunked" history. We learned the facts about Devil's Island, and this is an instance where truth is more pleasant than fiction. It is not a pretty picture, but hardly as terrible as Hollywood or Mr. Halliburton would have us believe. Their narratives relate only the extremes of the situation, and in reality the condition of the ordinary transportés is much better than that suffered by the minor offenders who are imprisoned in France; in fact, it is better than in our own American institutions, where men are herded into such close confinement.

Here, in this Penal Settlement, over 10,000 prisoners are confined to three islands and a stretch of mainland with an official population of only 700, including officers, clerks and guards. That such a small force can effectively restrain such a large convict population speaks well for the relationship between guards and prisoners. In fact, by good conduct, the upper grades among the prisoners can advance to a position approaching freedom within the limits of the settlement, with the right to accept employment for wages and to work without supervision.

The largest number of prisoners—about 6,500—are confined to the stretch of mainland, surrounded by swamps and jungles, while the others are scattered through the lumber camps in the backwoods and on the three islands; Devil's Island, with separate houses for the few political prisoners who live in comparative comfort, Ile Royale, with the "big prison" and the administrative offices and St. Joseph with the special-punishment cells for the prisoners who have committed crimes within the settlement.

Justice is not satisfied with the completion of the sentence, and the settlement also holds many libres who have completed the time under restraint, but who may not leave the tropics. These form a sorry group.

Our speaker, Mr. Severin, spent several years in French Guiana in close contact with both official and convict population as a member of a commission studying tropical diseases, and this account is the result of his trained observation. He is a rare reconteur, witty and informed, and the Club members who were fortunate enough to hear him were held enthralled by this account of strange lands.

Ethel Maxwell presided, and introduced the speaker in her usual charming fashion.

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Single copies..... .05

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Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Program .....Mary Sexton
Reception .....Nell Boardman
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Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

AN INVITATION TO SAN LEANDRO

The San Leandro Business and Professional Women's Club extend an invitation to their Birthday and Installation Dinner, to be held at the Alta Mira Club House, San Leandro, Saturday evening, April 26th, at 6:30 o'clock. The speaker of the evening will be Annette Abbott Adams, attorney-at-law. Dinner will be $1.50 per plate, and reservations may be made through Mrs. Burlingame.

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MERELY BIOGRAPHICAL

By May F. Riley

MARY S. SEXTON

Chairman, Program Committee

Mrs. Sexton joined the Club in February, 1921. She was a member of the Vocational Committee appointed when we were located at 575 Market Street, and was an elective Director in 1927 to 1929. Mrs. Sexton's most active service has been in connection with the Choral Section, having been a member of the original Glee Club, and one of those who re-organized the present Choral.

By profession, Mrs. Sexton is a trained nurse. In business life, Civil Service Clerk.

NELL C. BOARDMAN

Chairman, Reception Committee

Miss Boardman joined the Club in January 1927. Later in that year, she became a member of the Hostess Committee, continuing that affiliation through 1928 and 1929. In 1929 Miss Boardman was also Chairman of the Membership Committee.

In business: Miss Boardman is with the Railway Express Agencies.

STATE CONVENTION AT ASILOMAR

We are proud of our State President, Ida M. Reed. Tremendously proud! The Asilomar Convention in September will be, essentially, Ida Reed's Convention. So that her own Club may send a very representative and enthusiastic delegation, plans have been made so that every effort and thought may be directed to that end.

Accordingly, I have appointed a Convention Committee. Mrs. Ethel Maxwell (our First Vice President) is General Chairman. Assisting Mrs. Maxwell:

Mrs. Mae Barr Long, Mrs. Mary Sexton—*Songs*
Mrs. Gertrude Tubbs—*Stunt.*
Miss Lydia Floan—*Club Yell.*
Photographic Contest—Individual member cooperation with Miss Heim, State Chairman.

Will you please work with these members, giving them such ideas and suggestions as you may have? Further particulars regarding the Convention sessions will be given in the Business Woman and *California Woman.*

May F. Riley, President.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Mrs. M. Virginia Himes is in Tientsin, China, here she expects to remain for a year or more. e are glad to know that she desires to keep up r membership in our Club.

Edna M. Hansen attended the Book Section eeting on the 14th and the dinner meeting the llowing evening, after an absence of more than year. We were delighted to see her again.

The latest address of Louella Williams is 27½ Sierra Vista, Hollywood. Please make a te of it in your roster. Mrs. Williams still ants to be one of us, although she gets to visit but once a year.

In anticipation of hearing a very interesting ory told by an extremely entertaining speaker, the person of Mr. Gustave Severin, many mem- rs brought guests to our last dinner meeting. argaret Girdner brought two guests, the Misses ildred Roberts and Daisy Grubel, both of Pasa- na; Mrs. Anne Hasty had her daughter with r. Mrs. Minna C. Alfonso, Miss Seidle, Mrs. dy T. Swales, Marie Whaley and Louise O'Hara so had guests.

At the same time, we were glad to see some embers who have not met with us for some time, mong them being, Letitia Farber, Mabel T. John- n, Mary Day Barnes and Betty Walton, who is new member.

THANKS FROM ONE WHO WAS REMEMBERED

Members of the Club will be interested to know at $16.05 was collected the other evening for the ttle high school girl in need of clothes. In addi- on, she was furnished with a new sweater and irt outfit and a generous assortment of clothing, or which she was touchingly grateful. It is a leasant thing to be able to bring Christmas in the iddle of the year! The Remembering Fund Com- ittee wishes to thank those members who made it ossible to give this much pleasure.

CLOTILDE GRUNSKY,
Chairman, Remembering Fund Committee.

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THE CHORAL IN CONCERT

Our Choral Section, whose fame has spread abroad, has been asked to give a concert in Plymouth Church, Oakland, under the direction of Mrs. Florence Drake LeRoy, on May 11th, at 7:30 p. m. An invitation has been extended by Mr. Giffen, pastor of Plymouth Church, to our members to attend this concert. Our Choral is working quietly and effectively, adding new songs to their already large repertoire, and those members who can go to Oakland to hear them will be well repaid by an evening of good music. To get to Plymouth Church, take the Key Ferry and Piedmont train to 40th Street Station on Piedmont Avenue, and go two blocks down Piedmont Avenue toward Oakland.

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GURTY'S GARRULITIES

Why: When voting, enumerating—any measure for public submission—must the wording, the method become involved? If simple, 'course, intelligent action might attain. At recent Chicago Primary, ballot measured 11 inches in width and 3 feet, 7 inches longitude; 257 candidates aimed for 57 plums. Needs an Einstein to solve; the average clay gropes.

"The Day of the Big Rain," January 14th last. For once we all agreed, we had "unusual weather." From every quarter of the United States this day registers moisture and, as far as statistics disclose, this be the only dumb-date upon which we were "all wet."

Next Monday not blue—shadowy! Total eclipse of the sun—99% complete here, commencing around 11. The chicks will peep bedtime, and I'd murmur, "The Shades of Night Are Falling Fast," and be off—but not so, My Mogul: I'm to Toil!

Doth experience my re-actions? Do you become a "sight" when you 'try-on"? The hair—mussy; the shoes—seedy; the garments—tacky; and the appraising sales-"lady." An Inferiority Complex possesses!

The Lucky One

I whistle by hearses; Thirteens I gather,
Meet with black cats; Spill salt—I'd rather!
I take ships on Friday, Mirrors I shatter—
Once you are licked—What does it matter?

FANNY HEASLIP LEA.

Shishhh—Dass'al.

CIVIC SECTION

The regular meeting of the Civic Section was held on Monday evening, March 24th. The Chairman, Miss Steinegger, was absent, owing to the recent death of her father. Mrs. Riley called the meeting to order, and introduced Miss Agnes Schumacher, who substituted for Miss Steinegger.

Miss Schumacher is in the statistical department of E. F. Hutton & Co. The speaker gave a brief outline of the various departments and their activities, which comprise a stock and bond business. She also told something of the manipulations on the Stock Board.

At the next meeting, April 28th, Miss Steinegger will present the subject that had been selected for the March meeting: The Eight-Hour Law and other legislation of interest to women. The meeting is open to all members, and the Chairman wishes it to be thoroughly understood that these meetings are for open discussion and questions. It is also desirable that any member having any ideas to contribute on the subject presented will be prepared to do so..

Miss Steinegger will introduce the subject, and it is hoped the members present will take an active part in the meeting.

SARAH A. MCLAUGHLIN,
Section Secretary.

DR. SUSAN HARRIS HAMILTON
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DO YOU KNOW

That the Business and Professional Women's Club of Union City, Indiana, maintains a public rest room for the convenience of visitors to the city? A matron is on duty all day, and during the winter the community charity work, including Christmas cheer baskets and coal for worthy and needy families is directed from the rest room. Individual members of the club make personal visits to the rooms and supervise many of its activities.

That they say there are too many nurses trained for surgical duty and not enough well-trained ones for medical work? There is a comparative lack of highly trained nurses for obstetrics, pediatrics and nervous cases. There are not enough nurses for contagious work and not enough skilled in diet in disease.—*Woman's Home Companion.*

That the *Neue Zuricher Zeitung,* published in Zurich, tells us that the English language now holds first place in languages spoken throughout the world? It declares that a little over a hundred years ago English was the tongue of only about 20,000,000 persons, while today it is spoken by 160,000,000, and 60,000,000 others understand and use it.—*The Recorder.*

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COLLECTIONS

The Business Woman

Official Publication

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ol. 7 | MAY 3, 1930 | No. 18

Weekly Program

Coming Events

May 6—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

May 8—Choral Section, 6:45 P. M.

May 8—Thursday Open House, 8 P. M.

Hostesses
Mary Fennig
Lillian Howie — Lily Tufts
Mildred Adams — Elsie Miller

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

RESIGNATIONS AND ELECTION

It is with great regret that the Board of Direc-
ors of this Club announces the resignation from
fice of two of its Directors—Mrs. Jeanne B.
oodwin, Second Vice-President and Finance
hairman, and Blanche I. Newton, Treasurer.
heir resignations, which follow, were accepted at
special meeting of the Board of Directors, held
April 23rd:

IRS. MAY F. RILEY, *President,*
usiness and Professional Women's Club,
09 Sutter Street,
an Francisco, California.

DEAR MRS. RILEY:

Due to unusual circumstances and a change in
osition which has made it impossible to combine
ie work with that of the Club, I must submit my
esignation of office of Second Vice-President and
inance Chairman to the Board for their accep-
ance.

Accompanied with this is a large measure of re-
ret at severance of such congenial and helpful
ontacts. I am most appreciative of the confidence
laced in me, and regret exceedingly that condi-
ons prohibit carrying on the work to the end of
ie year.

Sincerely,
(Signed) JEANNE B. GOODWIN.

IRS. MAY F. RILEY, *President,*
usiness and Professional Women's Club,
Western Women's Building,
an Francisco, Calif.

DEAR MRS. RILEY:

Due to unforeseen circumstances which necessi-
ate my moving far enough from San Francisco
so that it will be impossible for me to properly
carry on the work of Treasurer of the Club, I offer
my resignation to take effect immediately.

It is impossible to express my regret that for
the present I shall be away from the Club, for I
know from past experiences that there is no other
group like it anywhere.

Sincerely,
(Signed) BLANCHE I. NEWTON.

In accordance with Article VII, Section 2, of the By-Laws, the Board of Directors, while in session on April 23rd, elected Mary H. Baker, Second Vice-President, and Charlotte A. MacQuaig, Treasurer, for the unexpired term. The appointment by the President of Minnie Dumas as Finance Chairman was ratified by the Board.

EVENT—MAY 18TH

Our May Event will be an old-fashioned picnic at Black Point, with Mae Barr Long and Belle McDonald as hostesses. Bring your lunch and we will supply coffee and pink lemonade. There will be games and other amusements—so get in practice for the opening baseball game, also the races.

There is no limit to the reservations. We will leave the Club Building, 609 Sutter Street, at 9:30 a. m., Sunday morning, in Grayline buses, and will arrive back in San Francisco between 6:30 and 7:00 p. m. Those who wish to go by private car may do so, but PLEASE REGISTER with Mrs. Burlingame in the usual way, stating how you intend to go. Price for those going by bus will be $1.50. Remember, send your deposit in with your reservations. I thank you.

CAROLINE BACHICH, Chairman.

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THE TAMALPAIS MOUNTAIN PLAY

By Mozelle Milliken

The annual Mountain Play, on Tamalpais, is, this year, set for Sunday, May 25th. The play is to be Gerhart Hauptmann's symbolic fantasy, "The Sunken Bell," translated from the German.

Last year, the Mountain Players did Ibsen's "Peer Gynt," before a throng of seven thousand. If you have never attended one of these out-of-door pageant dramas, the spectacle of the crowd alone is worth the trip. The occasion is an all-day outing, and calls for lunch baskets and outing clothes.

The play may be reached by Northwestern Pacific Railroad, to Mill Valley, thence by hiking trail; or by motor over the Ridgecrest Boulevard toll road. The admission price of fifty cents covers the cost of production. Several hundred persons appear in the cast.

MERELY BIOGRAPHICAL

By May F. Riley

BERTHA J. DALE
Chairman, Publicity Committee

Miss Dale became a member in November, 192[illegible]. While she has always been actively interested i[illegible] Club affairs, it was not until this year that Mis[illegible] Dale was directly identified with committee work. Miss Dale is Assistant Manager of the Personne[illegible] Department of the Pacific Gas and Electric Com[illegible]pany. She directs the employment, transfers an[illegible] promotions of women within the organization, an[illegible] is Editor of the P. G. & E. Employee Associatio[illegible] magazine. She has general supervision of offic[illegible] detail, and acts as personal Secretary to Mr. Mc[illegible] Cann, Personnel Director.

MABEL S. PINGER
Editor of "The Business Woman"

Mrs. Pinger became a member in March, 192[illegible]. Her affiliation with committees shows: 1924 t[illegible] 1926, House Committee; Chairman of Gymnasiu[illegible] and Folk Dancing Section, 1925 to 1927; mem[illegible]ber of the Hostess and Reception Committees fo[illegible] four years, 1928 to 1930, and Treasurer of th[illegible] Club for two terms, 1926 to 1928.

In business life: Office Manager of the Newsha[illegible] Insurance System Company, which is the pr[illegible]ducer and distributor of a patented system of i[illegible]surance records. Being Office Manager means at[illegible]tention to the advertising, correspondence, orde[illegible] and demonstrations in California.

THE SECTIONS AND OTHER COMMITTEES

You read from your By-Laws that one of th[illegible] powers given the Board of Directors is to "creat[illegible] sections for the purpose of study, research, ente[illegible]tainment, philanthropy, or for such other purpose[illegible] as they may deem expedient, and to ratify the ap[illegible]pointment of the Chairmen thereof." The Chai[illegible]men of these sections do not attend the Boar[illegible] meetings, but the activities of the sections are ur[illegible]der the direction and control of the Board of Di[illegible]rectors.

We have: the Book, Choral, Civic, Dramatic[illegible] Events, Furnishing, Hostess, International, Re[illegible]membering Fund and Sunshine Sections; and Historian.

BOOK SECTION

The Book Section meets on the second Monda[illegible] of the month. This year its Chairman is Mrs[illegible] Henri Napier Carmer, who joined the Club i[illegible] 1927. Mrs. Carmer has always been intensely in[illegible]terested in the Book Section, contributing man[illegible] reviews of books and subject studies. In busines[illegible] life Mrs. Carmer is a Consulting Psychologist an[illegible] Lecturer. She began her work in Boston, late[illegible] lecturing in other large cities. Mrs. Carmer tell[illegible]me that her work "is both interesting and valu[illegible]able; consisting oftentimes of a process of 'giv[illegible]ing the individual to himself,' releasing power[illegible] and abilities that have been inhibited and unused

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ereby making of him a more useful member of ciety, and of far greater satisfaction to himlf."

CLUB NOTES

By Charlotte F. McClelland

Mrs. Jeanne Goodwin and Miss Blanche Newton ve resigned their positions and their respective fices in the Club, but not their membership, we e happy to say, and leased a service station and ito camp near Hayward on the main highway. hey have so endeared themselves to their fellow embers that we all feel a deep sense of regret at the nature of their enterprise will deprive us the close association of the past. Our heartiest ishes are extended to them for a prodigious sucss in their new undertaking, and we are hoping at we may see them from time to time.

Mrs. Mary D. Crookston is personally conducting tour to Hawaii. She left on the S. S. *Maui* on pril 23rd, and will return May 21st.

A letter has been received from Chaplain Edund C. Sliney, of the Disciplinary Barracks at leatraz Island, thanking Isabelle E. Banz and ie other contributing members for the reading atter which was sent to the boys. These men are ry dependent on reading to while away the long ours, and are very grateful to those who so kindly onated the reading material.

Mrs. Mary Sexton became grandmother to a arling little grandson last week. Congratulaons, Mrs. Sexton.

Mrs. F. F. Smith, successful business woman, nd a member of the McMinnville (Oregon) Busiess and Professional Women's Club, was a welome visitor at our Club rooms recently. Mrs. mith's business is canning chickens. We also had ie pleasure of greeting Miss Clarabelle Elliott, of ie Medford (Oregon) Business and Professional Vomen's Club, who expects to make her home here t some later date. We hape that she will want o join with us.

We offer our sincere sympathy to Miss Hazel Baldwin and to her family in the passing on of er father.

News has just reached us that Miss Lillian Lee as been quite ill for a month, but we are glad to eport that she is now fully recovered.

Another visitor to our rooms was Mrs. Eulalia B. Howard, of Culver City, and a member of the Los ngeles Business and Professional Women's Club. Ve are very happy to have these guests drop in.

Ida M. Reed, our State Federation President, left on April 21st to visit the Clubs of the Northern District.

Lydia Floan has been eager for an unobstructed view of our beautiful San Francisco, and she has found it at 1111 Jones Street. Another change in your roster.

Margaret Dailey is now with E. R. Gundelfinger, Inc., at 315 Montgomery Street.

Frances L. Ipsen writes us from White Sulphur Springs, near St. Helena, that plans for the vacation season are in full swing. In addition to rustic cottages, a dining room and swimming pool for the guests, there are sulphur baths of similar medicinal properties to the famous health springs of France and Germany. The Springs property is beautifully wooded, and many miles of trails wind through these forests and extend through deep, shady canyons. We wish Miss Ipsen success in her enterprise in this delightful spot.

FIVE YEARS AGO

From The Business Woman

May 2, 1925

On Friday night, a bon voyage dinner was tendered Miss Gada and Miss Glenn, who are leaving on the first of May for a two-year trip abroad. A member was dressed to represent each country to be visited, and as Harriet Tyler played each national anthem, the representative of that country came forward and presented a characteristic memento. Lillian Palmer was in charge of the evening, and gave us one of her old-time good times.

Since the return of Miss Glenn and Miss Gada, the Club has twice had the privilege of hearing about that trip and seeing the motion pictures that were taken.

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GURTY'S GARRULITIES

Falling in Line: Sixteen States now "turning the clock" until September 28; additional daylight and sunshine for the joyous. California, having but limited offerings in this galaxy . . requires the longer night-life.

Book Fever vying with Spring Fever. Publications this year outnumber previous season by 200; 1929 registered 10,187 output, religious works running second to fiction, and domestic economy drawing booby-prize. Why not? Our readers devour Mystery; 75% of Public Library "guests" reach for uncertainties; love only sought by a 10%. The love I fathom satisfies my yen for Mystery.

War and more War—shows, pictures, stories. "Retreat" just off the press. War viewed from the eyes of an English curate, a personage in his little parish, but soon dis-illusioned and inharmonious in his army contacts. Discovers in himself a cowardice of soul, a lack of personality and, try as he may, never able to become a mixer with men. A pathetic tale, yet sincere, gripping and thrilling in an account of one of the British Retreats. Left me in thoughtful mood and the idea to re-read. By a critic: "It is a rare thing, a great book."

"New Moon," a colorful, peppy musical show —looks as if they'd "draw to a full house," and a long run. Perry Askam! Adonis! That voice, that physique! When he strode forth in dazzling white splendor, with red sash, singing, "Wanting You,"—Oh, flutter, flutter, went the heart beats!

Viewing female habiliments of the 80's, displayed by the City of Paris, affords a bill of rejoicement that one failed to arrive during that era. Woman hampered at every move; hooked, ruffled, furbelowed, trailed, laced, burdened with superadornment and hefty with flesh—no wonder those were swooning times. Glorious 1930: "Be Yourself."

Say it with Flyers. Air maneuvers disclosing the appalling possibilities of the future; 16-passenger hydroplane scouts into port from Ensenada, doing 110 miles per hour; legislative action necessary to determine civic status of air-babies; Anne and Lindy making fresh records and living hoppily at the top. Miracles! Yet—Father Time remains the champion flyer—eh, what?

Longs vs. Shorts: Tall men of Wales seek aid of Parliament to enforce longer bedsteads, higher eating tables; Shorties ask for lower shelves, lower lights. How about limiting the long boys from appropriating all the short girls? That's a thought!

JOKE—from *Life*

She: "The world is full of rascals. This morning that milkman gave me a bogus half-dollar. The Idea!"

He: "Where is it, my dear?"

She: "Oh, I've passed it on; luckily the butcher took it."

Oh-h—Dass 'al.

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OLD FRIENDS AND NEW

Several charming guests, and the welcome pre ence of some old friends, helped to make o Thursday evening open house a happy time t all. Mrs. Nadia Williams, of the Business an Professional Women's Club of Glendale, was a vi itor whom we are glad to greet. Mrs. Willian is an attorney, and is running for a judgeshi Mrs. Anne B. Joseph had with her Mrs. Cha Moore, Miss Belle McKenzie and Miss Grace M Kenzie, from Vancouver, and Elsie Miller's gue was Miss Helen Kiesel.

To see again Martha M. Olsen, a former mem ber who dropped out a few months ago, was a rei pleasure, and we also welcomed Winifred Ker who hasn't been with us on Thursday evening fo a long time.

The luscious cake donated by Mrs. Rose Mille was just too tempting, even to those of us wh are "counting calories." And it reminded u again of the cake sent us last week by Miss Barne of "Mary Eleanor's."

On Thursday evenings in the Club rooms w find all kinds of bridge players, from the expert at "Contract" to the newest beginners, so com and join us, and you will be sure to find a table o congenial spirits, whatever your achievements. An there is always a jolly group of those who do no care to play, chatting together sociably.

CORNELIA SEELEY.

IMPROMPT-I

On Sunday, May 4th—WE WALK. Meet a Fleishhacker Playgrounds, Sloat Boulevard an Great Highway, at 9:30. Line No. 12 on Missio goes direct; or take Geary to the Beach, and trans fer to the bus. In due time we'll eat, and then— s'more Walk.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 7 MAY 10, 1930 No. 19

Weekly Program

May 12—Book Section, 7:30 P. M.

May 13—Dramatic Section, 7:30 P. M., Club Rooms.

May 15—Choral Section, 6:45 P. M.

May 15—Thursday Open House, 8 P. M.

Hostesses

Alice Kennedy
Mary Menary Almyra Duffey
Elma Baily Amanda Heuerman

May 18—Picnic at Black Point, 9:30 A. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

A LETTER TO THE PROGRAM CHAIRMAN

RS. JAMES SEXTON,
eattle, Washington.
Y DEAR MARY:

Congratulations on a most delightfully different lk from Doctor von Hentig at dinner on April 9th. The members attended to capacity, and the onsul-General and his lovely blonde wife paid us ie compliment of dressing for the party, Mrs. on Hentig, in a most becoming decolleté gown of reen moiré. I know you will be interested in all ie particulars, but Dr. von Hentig gave us such wealth of detail about his terrible journey cross Persia and into the wilds of Afghanistan, here the natives of the country had never seen Europeans before, that I find it difficult to give ou even a brief outline of the talk. You may now how fascinated we were when I tell you that fter an hour and a half the members asked for iore by putting some questions to the speaker.

In 1915 Dr. von Hentig, only 28 years old at the ime, was called to the Foreign Office in Berlin nd told that he was to be sent on a mission into Afghanistan, and that whatever he needed in the vay of men and money would be at his disposal. He knew something of the difficulties that lay ahead of him, as he had been in Persia before, and spoke Persian, but no one had any idea of the journey, and were dubious as to its success. It was necessary to transport the money in actual gold and silver coin, French, German and English, as travelers' checks and letters of credit were, of course, out of the question. It was to be transported on mule-back, and was packed in boxes marked dynamite. The whole journey, 160 days of constant walking over deserts, sand, stone and salt (Dr. von Hentig said, "We made the acquaintance of all kinds of deserts"), and over the mountains, cost less than $25,000, although it was reported by enemy powers at the time that it cost in the neighborhood of $2,000,000! The speaker passed lightly over the terrible details of the trip, but left with us an unforgettable picture of malaria, heat, thirst and an entire caravan in which every man had either a broken arm or leg, from falling asleep and off his mount while traveling at night.

When the expedition finally arrived in Kabul, they found themselves virtual prisoners of the Emir in a palace surrounded by a lovely garden, but out of which they were not permitted to go, until they resorted to the modern weapon of going on a hunger strike, an astonishing thing in the eyes of Orientals. This enabled them to get in touch with a Turkish physician, and obtain a measure of freedom. After various interesting experiences, which would take too long to tell you here, negotiations were opened with the Emir lasting about three months, which they hoped would lead to a treaty of friendship between Germany and Afghanistan, but which came to nothing, as the Emir, being in receipt of a yearly "allowance" of some $2,000,000, was placed in an exceedingly difficult position between the devil and the deep sea, and when 200 camel-loads of gold and silver arrived from his friends, the English, negotiations were off.

After telling us a little about features of Afghanistan, which the speaker found particularly interesting, such as the fact that the people are made up of thirteen different races, and that it is from an ethnological standpoint, one of the most interesting countries in the world, he took us over some of the almost impassable mountain ranges, the Hindu Kush, Himalayas and Pamir, on the latter

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GRaystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

high peaks of which he left us, with a teasing intimation that he might return sometime and tell us more of the journey back to Western civilization. And all of this he is going to put into a book! I believe the members of the Business Women's Club are going to look forward with keen anticipation to reading it.

Yours affectionately,

ETHEL L. MAXWELL.

IMPROMPT-I

Next Saturday afternoon we are on a Flower-Spree in Golden Gate Park. Meet at the Haight Street entrance at 3. We will search the Rose Garden, the Rhododendron Glades, and Shakespeare's Bower. As twilight falls we dine at the Beach! You are invited with

THE IMPROMPT-I.

MERELY BIOGRAPHICAL

By MAY F. RILEY

Choral Section

The Choral Section meets every Thursday ev ing. There are about thirty members; and it through their interest and constructive study, der the direction of Mrs. Florence Drake LeR that the State Federation Silver Singing C came to us. It required a three-time victory secure the cup. That was accomplished wh through success at three consecutive State C ventions, the Choral received permanent possess of the cup at Pasadena in 1929. In addition participation in the State Contest, the Choral me bers have contributed toward many of our soc events. Mrs. Merle Curington is the valuable a companist, and Mrs. Mae Barr Long is Chairm of the section.

Mrs. Long became a member of the Club 1920; since which time she has served as a Dire tor; Chairman of the House Committee, of t Philanthropic Section, of the Choral Section; the committees formed incident to refurnishi our respective Club quarters; and also as Chairm of the Christmas Cheer Fund, through which o Club sends Christmas baskets and comforts needy people.

In business: Mrs. Long is Deputy State Co missioner of Insurance. The Insurance Divisi of California supervises operations of all insu ance companies and their agents in Californi To generally supervise the activities of the offic to assist in solution of insurance problems, to con pile data, and to perform duties required of th Commissioner, in event of his absence, is the wor of Mrs. Long.

Civic Section

The Civic Section, which meets once a month on the fourth Monday, is under the leadership thi year of Miss Henriette W. Steinegger. Mis Steinegger has been a member for the past fiv years. She brings a valuable contribution to ou Civic Section through her knowledge of law. Mis Steinegger was admitted to the bar in 1925; ha been a practicing attorney since that time, and fo the last three years has been associated with Mr Henry E. Monroe.

Dramatic Section

The Dramatic Section holds two meetings month, under a plan that at present provides one ses sion devoted to discussion of plays, and one even ing in attendance at a play.

Miss Gertrude Tubbs, who is Chairman, ha been a member since July, 1927. It was under he Chairmanship last year that the above program was adopted. In addition to the section meetings, Miss Tubbs also arranged the Arabian Night "stunt," first presented at our "Children's Party" last May, and later repeated at the September Convention. The one-act play given during

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ur Christmas Party was likewise under her direc-ion. Miss Tubbs is also on the BUSINESS WOMAN taff as Contributing Editor in 1929-1930. Profes-ionally Miss Tubbs is a legal secretary.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Last week we reported that Mrs. Eulalia B. Howard, from the Los Angeles Business and Pro-essional Women's Club, had paid us a visit, and his week we take pleasure in announcing that she now one of our own group. She started her ctivities at once, and right, by attending dinner uesday evening.

Mrs. Marie McDonald Jensen gave us an agree-ble surprise when she unexpectedly appeared at ur dinner meeting. We have memories of many lly times in the past in which Mrs. Jensen par-cipated, and the welcome extended to her was earty and sincere. She has been in San Antonio, exas, for quite a while, and we are glad that she home again.

Miss Margaret Sutherland presented us with a vely mirror, to be hung on the inside of the door the hat and coat closet of the Clubrooms. We reatly appreciate her thoughtfulness and gener-sity, as this mirror admirably fills a long-felt eed.

We are sorry to learn that Miss Sutherland has een indisposed for several days, and wish for her rapid recovery.

Mrs. Ethel Woodruff, who is in Los Angeles at resent, sends greetings to all the Club members. Ve miss her, and hope that she will not stay away o long.

Mrs. Schalla and Mrs. Newberry, of Minneapo-s, were visitors at the Clubrooms during the past eek.

Miss Ida Reed and Mrs. Ada Brace dropped in Mrs. Jeanne Goodwin and Miss Blanche New-n on their way home from visiting the Northern istrict, and found the new venture progressing ely.

The lure of the Orient and the expectation of hearing of thrilling adventures experienced by the speaker, Dr. Werner O. von Hentig, brought out a large number of members to Tuesday's dinner. There were several guests present. Mrs. Maxwell entertained Miss Morris and Miss Anne Page. Mrs. Heuermann had her mother with her. (We love to have the mothers come.) Miss Hindshaw was Miss Ethel Mills' guest, and Mrs. Pingrey was the guest of Miss Edith Ellis. Other hostesses were: Miss Rita Mullowney, Mrs. Helen Holt, Miss Polly R. Hatch and Miss Carita Rogers. We also had some brand new members present, Miss Clara Brown and Mrs. Emma Maland, as well as some that we have not seen at dinner for a long time, Miss Mary E. Hittman, Miss Elizabeth A. Smith and Miss Esther H. Crawford.

We noticed in the newspapers the announcement of the engagement of Miss Betty Nacht to Mr. Samuel A. Cohen. Some of our older members will remember Miss Nacht as a former Club pianist.

DRAMATIX!

Be on hand, Tuesday next, May 13th. We are reading "Parisbound," and I think it will be a pleasant evening. Also, more talk about our Stunt.

GERTRUDE D. TUBBS, Chairman.

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GURTY'S GARRULITIES

Have you noted the cleaning urge? The White House was bathed and spruced-up for Easter, and now our Palace Hotel is taking on a new tone. I crane up, another look-see, and soon, everybody is yapping. "Aren't we all of us?"

Rebellion among the avoirdupois. On Tuesday, in New York, the battle wages. "Unstylish Stout" brand the lines of today "horrid styles," and demand revision; the Trade gets an earful and promises "The Fatties" gowns to display the excess in artistic formulæ.

Short in stature and long in fraud. Physio-culturissimo scatters spine-elasticity bunk and finds himself "in dutch" with Uncle Sam. Himself but a sample, yet he ballyhoos that an adult can increase the longitude by a stretch. Gathers the coin and the government calls for a split.

The growth in popularity of the "Five and Ten." Time ago one hesitated, the crowds, the close atmosphere, the clatter, and when a branch dropped in Post Street "It was a shame." Today, airy, convenient, intriguing—I find myself an habitue with a giddy mite.

May, the month of Parleys. Sixteen meetings due in town, calling for some 15 or 20 thousand visitors. Good time to all—speech is free, and talk is cheap!

Again amidst the specialized weeks. "Kind to Animals"; "Garden"; "Better Homes" (and better wives and hubbies); "Lay An Egg Week" on now; I'm doing my best for the industry—eat a three-some every Sunday. How about "Get a Nice Husband Week?" Are you with me?

Hired Girls and Maids on the warpath. No longer will they respond—henceforth they are "Domestic Employees." Why so fussy? Rose by any other name—so long as you draw the heavy pay-check. I'm most everything: "The Girl"; "The Typewriter," and under the breath, "A Dumb Dora"—mebbe wurser!

I wish I were a little bird,
No clothes to buy,
No thought of care!
And I could fly about the sky,
And think not what I ought to wear!

Wasp-Newsletter.

Tra-la-la—Dass'al.

EVENT—MAY 18th

Pack your lunch and go with the Eventers to Black Point on Sunday, May 18th. This will not be a strenuous day, as you may play games, or simply sit and enjoy the country. We will leave in busses from the Club Building, 609 Sutter Street, at 9:30 a. m., and will return about 6:30 p. m. Register with Mrs. Burlingame in the usual way—sending your deposit of $1.50 with your reservation.

There will be no Event in June, owing to other Club activities during that month.

CAROLINE BACHICH, Chairman.

BOOK SECTION

The April meeting of the Book Section was very interesting and instructive. The review of "The Woman of Andros" was excellent, as were also the several papers on Greece and her contributions to the world of today. A delightful discussion followed the reading of the papers.

Our Chairman suggested that we broaden our knowledge of Greek History and Literature by reading, among others, such books as "The Wonder Book," "Greek Myths," "Hypatia," "The Laughing Queen," and "The Immortal Marriage."

On May 12th we are to have a Byron evening, the papers to be on the following subjects:

"Byron," by Andre Maurois—Miss Lord.

"Life of Lady Byron," by Edith C. Mayne—Mrs. Stewart.

Poets of the time of Byron—Miss Weed.

Literary Landmarks in London in the time of Byron—Miss Seeley.

"It is the life of the mind that is important," Chrysis, The Woman of Andros, said. So here in our Book Section unfolds another opportunity to add to our knowledge and power of expression that we may not be like Simo, "out of practice in conversing with sovereign personalities." We hope that a larger number of the Club members will avail themselves of this opportunity and while coming to LEARN, come also to GIVE.

JEANNETTE DOUB, Section Secretary.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 | MAY 17, 1930 | No. 20

Weekly Program

May 18—Picnic at Black Point, 9:30 A. M.

May 19—International Section, 7:30 P. M.

May 20—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
Speaker: Mrs. Annie Little Barry.
Subject: "Neighbors Over the Line."

May 22—Choral Section, 6:45 P. M.

May 22—Thursday Open House, 8 P. M.
Hostesses
Sylvia Kempton
Irene Foster — Virginia Merrill
Cornelia Seeley — Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

OUR NEIGHBORS

Clubs throughout California consider it a privlege to have Mrs. Barry on their programs. We, he members of her own Club, are fortunate in the ppportunity of hearing her tell us about her reent journey across our country's frontier into Mexico on the south, and into Nova Scotia, New Brunswick, and Quebec, on the northeast. We nope a generous attendance will be present to do nonor to our own member. Mary Baker, Second Vice-President, will preside.

STATE PHOTOGRAPHIC CONTEST

As Chairman of this contest, I hope that all nembers who are at all interested in Photography are planning to enter into the competition. Some of the members of our Club have told me that they are only amateurs, and have never exhibited their pictures before. That is why we have an amateur class, and that is why we want you to enter it. You may not know what treasures you have in your possession until you exhibit them. Look over the articles which have appeared in the *California Woman* since the first of the year. In them you will find a number of suggestions on how to pick a portion of your picture and have only that portion enlarged.

I have been told by some of the members of other Clubs in the State that they have started a Photographic Section in their Club, and are planning to send in quite a few entries. I hope that my own Club will do as well, and that the members will begin to send their pictures in. Some of the first prizes in contests have been taken with little inexpensive Brownie Kodaks, so you do not need to feel that you cannot compete if you have not a high priced camera.

Being Chairman of the Contest, and having won the first prize last year, I am not entering the contest this year, but I sincerely hope that every member who uses a kodak will send in pictures.

JOHANNA E. HEIM, Chairamn.

NORTHERN DISTRICT MEETING

By JEANNETTE DOUB

The regular quarterly meeting of the Northern District of California Federation of Business and Professional Women's Clubs was held at Sacramento on Sunday, May 4th. President Marie Green presided and, in her own delightful way, accomplished all necessary business and left time for "Fun."

The important business consisted of appointment of Election Board, of which Callie Bachich is Chairman; report by Ada Brace on Ada Margaret Brayton Endowment Fund, which brought in much coin and much enthusiasm; and the report by Helen Ward on the plans of the Salinas Club for the Convention at Asilomar, details of which will be printed later.

The important fun comprised: A real-honest-to-goodness - plenty - of - it - home - cooked chicken dinner Saturday evening at Atlasta Ranch, eaten by forty-four members and friends, and followed by a real jollification meeting of story-telling and music; a delightful breakfast-lunch at the Senator Hotel, Sunday noon; and clever and laughter-provoking "stunts" by several of the Clubs.

The San Francisco caravan was headed by State President, Ida M. Reed, Ada Brace, May F. Riley, Past State President, Z. Clements, Callie Bachich, Jeannette Doub, Mrs. Sophie Root, Mrs. M. C. Brown and Eleanor Robson.

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CARD PARTY

A card party, sponsored by the Reception and Hostess Committees, will be held Thursday, June 5th, at 8:00 o'clock, in Merrill Hall and Club Lounge. Bridge, Contract or Whist may be played, and there will be a prize for each table. Tickets are $3.00 per table, and may be obtained from members of the committees.

We can promise you a good time, so reserve your table early, as they are going very fast.

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THE MOTHER LODE

By Sarah A. McLaughlin

The Mother Lode country! What a name to conjure with! Here was laid an intensive drama of life's experience when California offered her golden lure, and the clarion call rang out to the sons of men who came to found her commonwealth. And we of today who made up the caravan that traveled over the road of the pioneers on April 26th found still the native beauty and grandeur of those mountains. We rode on and up, passing through small towns that still stand as monuments to those valiant ones whose lives and work have so colored our early history with the spirit of romance and adventure. The country was at its best clothed in all the beauty of spring. The streams ran full, the grassy slopes were splashed with color like a painter's huge palette, and over all were the beneficent forest groups.

Each turn in the road brought new vistas, always the widening expanse as we went up. Old adobes, old brick or wooden cabins, some in good condition, some showing the ruin of time, but over and around it all the color and beauty of the flowering world. Good modern roads, attractive and often pretentious homes now mark the trail of the pioneers.

We were met at Sonora by Mr. G. P. Morgan, Superintendent of Schools, who was our guide as we proceeded to Columbia, one of the most interesting old towns in the State.

Mr. Morgan conducted us to the Stage Drivers' Retreat, a saloon of the old type, now used as a Club room and museum. Here are many old relics that bore evidence to the fact that loyalty and interest in the nation was an integral part of life in this faraway mountain hamlet. The best of -American traditions live in the engravings of our national leaders shown on the walls of this old-time saloon. The little town substantially proved its loyalty by contributing 55 millions in gold to the Union cause during the Civil War.

Mr. Morgan was an able and entertaining chronicler, and he gave us an interesting talk after dinner at the hotel in Sonora. Mr. John Shine, a Civil War veteran, and an old stage driver, related some of his early experiences. Mr. Burnham's candy store, with its large collection of stags' heads, received much attention.

Sunday morning we took a walk to Mark Twain's cabin on Jackass Hill. It was here that he wrote the classic that immortalized the activity of the now famous frog.

On we went to Angels Camp, where we were met

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by Mr. James Valente, President of the Boosters' Club, and Mr. F. A. Davis, who accompanied us on our visit to the beautiful Calaveras Grove. At the different towns, Miss Bachich was affectionately greeted by many friends of her childhood. She is a native of that mountain country, with the proud distinction of being a descendant of pioneers.

At Jackson we were met and refreshed with delicious ice cream and cake, after which we were escorted to the famous Argonaut Mine.

Stockton and dinner were our next objective. Miss Ethel Willy, President of the Stockton Business and Professional Women's Club, joined us at dinner. Mrs. Jessie Parkinson presented her book entitled, "Adventuring in California Yesterday, Today and the Day Before Yesterday."

From the progressive city of Stockton we made a home run, tired, but with happy memories of a wonderful trip over the trail of those who had marched in the vanguard, carrying the nation's border to the shores of the Pacific.

A SUGGESTION

No heading to this item, but it's about MEMBESHIP. Just a suggestion to help you with your prospective member. Is she interested in what is going on in the city? If so, bring her to the Civic Section meeting on the 26th, a week from Monday. Or, if she likes music or cards, invite her to the Clubrooms some Thursday evening. Next week I will give you some more suggestions, but in the meantime—Bring in a Member.

ESTELLE V. WALKER, Chairman,
Membership Committee.

WOMEN'S TRAFFIC CLUB PARTY

The Women's Traffic Club of San Francisco extends an invitation to the members of our Club to attend their annual dance and card party on Monday evening, May 26th, aboard S. S. "Harvard," Pier 7. Tickets are $1.00. Reservations may be made in the usual way through Mrs. Burlingame.

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GURTY'S GARRULITIES

Our Census disappointing. We're wee-er than we thought—but we should get a furrow. May be only a pee-wee in numbers, but have heaps o'coin. Our bank clearings surpass other places, I've heard tell of, claiming four times us. New City Directory discloses some 770 thousand, and our enumeration shows less than 625 thousand. Some hitch in that trial balance!

The hum of the rivet gives the builder a chuckle; the song of the rivet—says the worker; the maddening din of a thousand devils, cry I. Block away, but as the edifice creeps sykward—try to escape that indoor sport!

New Little Theatre, to be called "Travers," and located in the Fairmont, just about complete. Capacity only 172—won't that be the intimate little house! Productions by Players Club, a group of talented lovers of the Drama. Hope they do not squeeze us out via high tariff.

Listen: "The Hollywood Style." Informal a la Hollywood indicates street attire for men, and evening dress for women. Hollywood claims to be originator. I've been howling about this inconsistency for years. Next we'll have Pajamas on Horseback.

"Tell 'em Everything,"—who? Your children! Recommendation by State Superintendent of Public Instruction. Strikes me a broad statement, almost like unto "Always tell the truth." Either procedure causes loss of prestige and popularity.

New York about to burst forth with a public face factory. Go hence and be re-made—and for nuthin'! Remove that funny ear; that beak should be straightened; and oh! Lift that falling face!

Synthesized era. Synthetic was a harmless, weak-sister sort of word prior to Prohibition, rarely called to use. Now, it's high on the popular wave. Outside of synthetic liquids, we boast synthetic perfumes, jewels, foods, blondes, jazz; Henry Ford's synthetic cow, and today, the American Chemical Society promises hot-dogs synthetic! Fido no longer needed. Water, vegetables and pulverized cotton seeds to substitute. What-a-dish!

MODESTY—PLUS! (from *Life*)

She: "I've come to ask if you will subscribe to this charity?"

He: "Certainly; I'll give you this check now."

She: "But it's not signed."

He: "I know. But I wish to remain anonymous."

Tight-wad—Dass'al.

INTERNATIONAL SECTION

On Monday, May 19th, this Section will meet to discuss the History of the Relations of the United States with the World Court. We hope that all members of the Section will be present, as this is a subject of vital interest, and one that we should all understand and be able to discuss intelligently.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Another prospective member! Miss Patricia Pearl Cudigan, born April 29, 1930. The wee lady is the daughter of Mrs. R. L. Cudigan, nee Rose Brown.

Mrs. Sara Stowell Heine's business address has been changed from 949 Market Street to 1480 Market Street. Please make change in your roster.

Miss Mae G. Cummings appeared at dinner Tuesday for the first time since the unfortunate accident to her mother. We were glad to see her again.

Miss Minnie Dumas is our new Finance Chairman. It was a pleasure to see her at the head table again.

Our deepest sympathy is extended to Mrs. Helen A. Doble and her family in the loss of their beloved son and brother.

Olga Dahl announces her new telephone number, GArfield 2440, by sending out unique post cards, showing a photograph of an almost life-sized dial phone.

EVENT—MAY 18th

Last call for picnic to Black Point, Sunday, May 18th. We have room for a few more, so put in your reservation. Remember, those who were in the second stage on the Mother Lode Trip, are to have free passage, through the courtesy of the stage company; $1.50 for all others. We will leave from the Club building, 609 Sutter Street, at 9:30 a. m. Bring your lunch and we will do the rest.

CAROLINE BACHICH, Chairman.

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Vol. 7 | MAY 24, 1930 | No. 21

Weekly Program

May 26—Civic Section, 7:30 P. M.

May 27—Dramatic Section, 7:30 P. M., Club Rooms.

May 29—Choral Section, 6:45 P. M.

May 29—Thursday Open House, 8 P. M.

Hostesses

Hazel Ramon

Irene Bock — Rita Mullowney

Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

A MODERN JAPANESE WOMAN

By Ethel L. Maxwell

On the evening of Thursday, May 15th, at the Women's City Club, the President and Board of Directors sponsored a special dinner in honor of Tsuneko Gauntlett, the wife of Edward Gauntlett, Professor of English and Mathematics at the University of Tokyo. Mrs. Gauntlett is one of Japan's most distinguished women, and is internationally known for her activities in the cause of world peace and political rights for Japanese women. The seventy members who availed themselves of this extra dinner event were fortunate indeed in hearing this charming, gracious lady tell of her trip to the Naval Conference in London, and of the presentation to the Prime Minister of a petition expressing the views and containing the signatures of 180,000 Japanese women.

Mrs. Gauntlett was present at the Washington Conference in 1925, when Carrie Chapman Catt told the 600 American women assembled there that there had been found to be 257 causes of war, but that after careful study they had learned there was but one cause of war, preparedness, and only one cure, disarmament. The story of the group of fifteen Tokyo women talking from 9 in the morning until 10 at night, drafting a form of petition, sending for the printer, and demanding that his staff work all night in order to have 50,000 petitions ready for mailing by morning—the gathering of 180,000 signatures in twenty days—gave us a very vivid and startlingly different presentation of the modern Japanese woman who is making her presence felt in world movements. Mrs. Gauntlett is in herself a shining example of energy and accomplishment, finding time to engage in work for the welfare of women, teach in two colleges, rear six children, be a grandmother and look about forty years old. She is a speaker of charm and poise, of delightful humor and gracious friendliness, and we all felt that we had received a personal invitation to be her guest in Japan. Those who heard her are grateful to Mrs. Riley and Miss Dutot for the opportunity.

ANOTHER SUGGESTION

A good many women work so hard during the day that when evening comes they are too tired for serious things, and want a little fun. Perhaps your prospect for the Club is one of those women. If so, get in touch with Gertrude Tubbs and bring your friend to the Dramatic Section. They have lots of fun—the second Tuesday of the month they read a play, and the fourth Tuesday they attend some good show en masse and talk about it afterwards. This kind of relaxation appeals to lots of people—why not try it out? Remember, we want your prospect to join, and will offer the thing that appeals to her most.

Estelle V. Walker, Chairman,
Membership Committee.

CIVIC SECTION MEETING

The May meeting of the Civic Section will be held in the Club rooms on Monday evening, May 26th, at 7:30. The Chairman, Miss Henriette Steinegger, will open the meeting and introduce the speaker of the evening, Miss Edith C. Wilson, Assistant District Attorney.

Miss Wilson will present the topic, "The Method of Handling Prosecutions in the Women's Court." After a short talk by the speaker, the meeting will be open for questions and general discussion. A cordial invitation is extended to all who are interested.

Sarah A. McLaughlin,
Section Secretary.

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DRAMATIX—HEAR YE!

Our next meeting calls for the theatre, but nothing offers. We will, therefore, switch about, and should something be running at the meeting of June 10th, we will attend. On Tuesday, May 27th, we will read "The Silver Cord," by Sidney Howard—having to do with mother love. We have had so much of late dealing with modern divorce, I think the change will be welcome.

GERTRUDE D. TUBBS, Chairman.

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MERELY BIOGRAPHICAL

By MAY F. RILEY

Events Committee

The Events Committee is a recreational activity. Miss Caroline Bachich is Chairman.

Miss Bachich became a member in March, 1923. Her first affiliation was with the Reception Committee. After that she was a Director in 1926-1927, Secretary in 1927-1928, Second Vice-President in 1928-1929 and First Vice-President in 1929-1930. In addition to these official duties, Miss Bachich found time to report Club Notes for THE BUSINESS WOMAN in 1927; directed sale of Theatre Guild Books in 1928, and was Chairman of Installation Banquet in 1927, which was our first formal banquet. She was again Chairman of the 1927 State Convention banquet. She has assisted committees on 1928 Installation Banquet, Christmas Cheer, various card and theatre parties, and has always been an active member of the Dramatic shows. Miss Bachich was a contributor to the several Wild Flower Shows sponsored by the Club. In business: With the Sullivan Machinery Company, as Secretary in the San Francisco branch office.

Hostess Committee

The Hostess Committee is a part of the Reception Committee, being responsible for our Club's Thursday At Home. Dr. Rae Morrow is Chairman for 1930. Dr. Morrow joined in February, 1927, later serving as Chairman of the Gym Class, member of the Committee on Convention Banquet in 1927, and 1928 Installation Banquet. A member of the Dramatic Section, she was "property man" on the occasion of the 1928 Dramatic Show. Dr. Morrow was Secretary of the Club, 1928 and 1929.

Professionally: Optometrist in business for herself, and also doing indigent work for the Board of Health.

AN ACCOUNTING CLASS

In order to meet a well-defined need, Mrs. Brace has obligingly invited all members of the Business and Professional Women's Club who have accounting problems, to meet with her once a month to discuss same. A preliminary meeting was held on the evening of April 30th, which, while short, was interesting, and indicated that future meetings would be very worthwhile. A notice will be published in THE BUSINESS WOMAN before the next meeting, and all who are interested will be welcome to attend.

M. C. BROWN, Secretary.

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CLUB NOTES

By Charlotte F. McClelland

Miss Elma Bailey is in the French Hospital, here she recently underwent quite a serious oper-ion. She is doing very well, but at this writing not permitted to have any visitors. We are shing very hard for her rapid recovery.

Out-of-town visitors to the Club this week were iss Marian McClench, President of the National deration of Business and Professional Women's ubs, whose home is in Ann Arbor, Michigan, d Miss Rose Billington, of the Astoria, Oregon, siness and Professional Women's Club.

Mrs. Mary Sexton writes from Seattle that she thoroughly enjoying that new grandson. He is nderful—just sleeps and eats and grows.

Miss Lydia Johnson has been somewhat incon-nienced the past week by a slight indisposi-n, but has recovered now.

Open house Thursday evening was a very en-vable affair. Miss Nell Palmer and Miss Mar-ret Mary Morgan dropped in on us, after having joyed hearing Mrs. Gauntlett tell, in her charm-g, interesting and inimitable manner, her experi-ces as representative of the women of Japan to e Naval Conference in London. It was a treat have these two members present, as they rarely sit us on Thursday nights. Miss Carita Rogers d as her guest Miss Fredenberg. The Hostess mmittee is indebted to, and wishes to thank, the isses Hazel Mangels and Mary C. Parsons for the cellent cakes which were served with the tea, and rs. Susan McGill for the lovely flowers from her rden.

Vacation time is with us again. Mrs. D. Roach ithers left Saturday, the 17th, for a real vaca-n to be spent on a ranch between Stockton and cramento. We wish her a most pleasant holiday.

Dr. Susan Harris Hamilton has been elected for e third term President of San Francisco Osteo-thic Society, which represents San Francisco, n Mateo, Sonoma, Mendocino and Marin unties.

PARTY

How we all have thrilled at that word since our childhood days—as meaning dress up, games, prizes and "sprizes." Won't it be fun to come Thursday evening, June the fifth, to *our party*—to be held in Merrill Hall and our own nice Club rooms?

The tickets are seventy-five cents apiece—take a table or come alone, as a good time is to be had by all. Our card supply is a little limited, so the committee suggests that those who can conveniently do so, bring their own cards with them.

Nell Boardman,
Rae Morrow,
Chairmen.

"$20,000 BY 1934!"

Is an assured fact if all the Clubs co-operate in the same manner as the Porterville and San Francisco Clubs.

Porterville has remitted in full with each and every member (67 in all) participating. Hurrah for Porterville!

San Francisco is losing no time, as your Chairman is kept busy listing checks. Can not acknowledge each remittance, but your marvelous co-operation is appreciated.

Make all checks payable to Ada Margaret Brayton Endowment Fund, and send check to

Isabelle E. Banz, Deputy Chairman,
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GURTY'S GARRULITIES

Note the sign on the street cars: Our name is "San Francisco"; yes it is! If you wouldst insult us—just say "Frisco." and try to get by with it—the atmosphere becomes torrid!

California—to be reckoned with. Shows a pop of over five and a half million—should rank with the First Five. And, Daylight Savings Measure goes on the November ballot. Goodie: More and more sunshine! Less moonshines.

That capital of China—why, she acts-up like a grass widow. Reared Miss Pekin, changes to Peiping, and now resumes the maiden name. Embarrassing not knowing what name the lady wears—hey?

D'yer note the new Milky Way? Planes flying the baby drink 'twixt Napa and Oakland. Not long now, from bovine to sipper, yet warm.

Ha-ha! Man gets the hook for indulging in matrimony. We dames continually on the carpet, squeezed out-a job, all for listening to Cupid. Cagle, of West Point, gets the discard and a heap of criticism, 'cause he hitched-up and stuck to the job. Ay, mates, this marriage—'tis a worry!

Clothes: Both sexes again expose the knees, this time in the nude. Six hundred Dartmouth students display 1,200 bony-parts! Sports go in for shorts and s'more knees to the breeze. When I "was young, Maggie," knees created blushes.

In search of a pal. Col. Turner spinning across the country in his air-wagon takes a little lion for a playmate! What a chum! True, less bother than a flapper, yet furry friend might get a strong taste for the colonel.

Ambition his undoing. "Hop-a-long" Cassidy, in the Jumping Frog Contest at Angels Camp, simply croaked with ideas; made a record leap of 7 feet 9 inches; too much for the old boy—he collapsed. Mayor's champ "Lindy" upon a diet of dainties: Sand fleas, kangaroo soup, grasshoppers. Whew! Reminiscent of a Chinese banquet!

Ah—New Hosiery. First we crave a glorious sheen; now, that's all wrong. We yearn for lac lustre—anemic! Who ever conceived that dull idea?

"I say I'm independent.
And care not for the styles;
I vow I'll wear my last year's clothes,
Though everyone may smile.
But when I try to put them on,
I place them back upon the shelf;
I cannot wear the old gowns,
They really shock my-self."
—Carolyn Wells.

Ta-ta—Dass'al.

FIVE YEARS AGO

From The Business Woman
May 23, 1925

Under the auspices of the Dramatic Section of the Club a program was presented at the Emporium Auditorium, May 15, consisting of three one-act plays. A fashion show featuring a bridal party, and excellent music by the California Trio, completed the program. Miss Dumas and her faithful helpers made, wrapped and sold candy during the intermissions. Did you ever see anything like it for fifty cents? We surely are proud of our Dramatic Section. After last Friday night I expect the Dramatic Section to grow so rapidly that the meetings will have to be held in the Club rooms!!! (Verily, they were prophets in 1925.)

IMPROMPT-I

On Wednesday evening next, May 28th, we ar adventuring. To Telegraph Hill we journey, t Julius Castle—there to feast and tickle the palat We will rendezvous around 6:30, and in busines togs. Many have expressed the wish to "go som time," so now's the opportunity. Anybody wit the yen-to-go is welcome, but communicate wit DO uglas 2945 by Tuesday morning if you would with

Impromp-t-I.

DEVIL'S ISLAND

Mr. Gustav Severin, the clever and witty speake who held us fascinated and enthralled for an hou and a half at our dinner meeting of April 15t will speak on Devil's Island and his experience in French Guiana at the Paul Elder Gallery o Saturday afternoon, May 24th, at 2:30 o'clock Tickets are seventy-five cents. Those member who did not hear Mr. Severin at our dinner meeting, and those who wish to hear more, may tak advantage of this opportunity.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 MAY 31, 1930 No. 22

Weekly Program

Coming Events

June 3—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.

BUSINESS MEETING.

June 5—Choral Section, 6:45 P. M.

June 5—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig
Lillian Howie — Lily Tufts
Mildred Adams — Elsie Miller

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

A DISTINGUISHED SPEAKER FROM OUR OWN RANKS

By Ethel L. Maxwell

"I assure you that the population of Mexico is *not* made up entirely of illiterate peons and banditts, although many people still believe that to be the case," Mrs. Annie Little Barry told the members who gathered to hear her talk of a recent visit to our near neighbor on the south, at dinner on Tuesday evening, May 20th. Mrs. Barry's was not the usual tripper's dash of ten days to Mexico City (or, even shorter, two hours to Juarez or Tia Juana), but a leisurely tour of three or four months, remaining in Mexico City, Monterrey, Pueblo and other places of importance long enough to learn something of the history of the oldest settlements on this continent. With the trained mind of a parliamentarian and the keenly observing eyes of a sympathetic, exceptionally intelligent woman she brought to us what she had seen of the lives of the people in different strata of society, their architecture, art, education (or lack of it, as 60% of the people are illiterate), manufactures, crafts and other activities.

Some of the comments made by Mrs. Barry in her all too short talk, and which space compels us to present á la O. O. McIntyre, were: The politeness and courtesy of Customs officials at Laredo, and the ease with which business is transacted; the comfortable train and courteous, well-mannered Mexican porter; scenery like that along the Tehachapi, precipitous and barren; peons on the road, always barefooted in city or country; the one small family donkey, on which father rides and beside which mother walks and prods; pulque carried in pigskin bags looking like dirty buttermilk for sale at the railroad station.

The big cathedral in Mexico City, the largest church on this continent, in the belfry of which one family and its descendants have lived for 300 years; the 62 other churches in the city. Pueblo, a very old town, where the real Mexican influence seems more alive than elsewhere. The churches of Pueblo with their beautiful tiled floors, lovely alabaster statuary, old paintings and walls of gold leaf. The "House of Tiles" (formerly the Jockey Club), the most popular restaurant in Mexico City, and an interesting and unique place to visit, but in which food, highly seasoned with red pepper, which we think of as typical Mexican food, cannot be had, and this is true of all restaurants, hotels and homes; they do not eat it. The Thieves' Market, where all visitors go unless they have been warned that it is the worst smelling place in the world; a conglomeration of everything in the line of junk. The Government Pawn-shop across the street, far more interesting to visit. The Pyramids of the Sun and Moon, supposed to be earlier than those in Egypt. The University of the City of Mexico, a great deal older than our oldest university, Harvard.

Mrs. Barry ended her talk with a short and modest description of her half hour speech before a thousand people at Teachers' College in Mexico City, which surely must have provided a thrill for even a speaker as accustomed to the platform as she. We were all sorry that we did not have the pleasure of visiting with her the equally interesting sections of French Canada, about which she has promised to tell us some time soon. Mary Baker in the chair, and she filled it with the ease and grace which comes both from natural talent and experience. We surely have the most unexpected ability in the personnel of this Club; you never know how well the members can do the various Club jobs assigned to them until you give them the jobs to do.

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San Francisco *Telephone, Prospect 8347*

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Single copies..... .05

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ADVANCE DRAMATIX CALL

Our meeting of Tuesday, June 10th, will be at the Curran Theatre, to enjoy the "Student Prince." Most of us recall with delight this charming operetta, and a second visit will be welcome. We are to have the same leading man, and advance notices proclaim a "splendid supporting cast." Members welcome to be with us; seats 75 cents, plus 25 cents Dramatic Dues.

GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

By CHARLOTTE F. McCLELLAND

The following card, which so tersely reflects the charming individuality of the sender, was received by our President, Mrs. May F. Riley:

"I bid you good-bye with a heart full of gratitude and goodwill, and carry away with me a deep sense of friendship and love, so freely given me. The bond of love and friendship is stronger than all the armed forces of the world, and is so elastic that it will, in time, bind the nations together and keep them in peace.

"MRS. EDWARD (TSUNE) GAUNTLET,
"845, Totsuka-machi,
"Tokyo, Japan.

"Please give my love to all the members of your Club."

Miss Carlie S. Tomlinson has returned to the investment security business, having become associated with the Chase Securities Corporation in the Hunter-Dulin Building.

Mrs. Mary D. Crookston is home again, right on schedule, May 21st. We are looking forward to greeting her.

Mrs. Ada H. Brace is the donor of a new book to our library, "The Five and Ten," by Fanny Hurst.

Mrs. Myrtle Kitts Edwards has been in Sacramento for the past five weeks, recovering from a serious automobile accident. On April 6th, the car in which she was riding was struck by a California Traction car. She will remain in Sacramento a couple of weeks longer, where she can be reached at 3221 Sixth Avenue, care Mrs. John W. Cloyd, R. N.

Mrs. Marie McDonald Jensen's present address is 3132 Davis Street, Oakland; telephone, FR uitvale 1684W.

We are rejoiced to learn that Miss Elma Bailey is sufficiently recovered to be home.

Those who did not hear our member, Mrs. Annie Little Barry, talk to us about Our Neighbors in Mexico, missed a rare treat on Tuesday evening. Mrs. Mary E. Stewart had as her guest Mrs. Ruth Cook. Mrs. Jeanette B. Lorey, a prospective member, was the guest of Mrs. Nellie S. Ehlers and Miss Carita Rogers entertained Miss Margaret Herman from Seattle.

It is with the feeling of a great personal loss that we learn of the death of Sylvia Kempton's mother this past week. We extend to Miss Kempton our heartfelt sympathy.

The world is small, and the path we traverse is like a circle, passing again and again the same friends. Thursday evening, the 22nd, the Glee Club of the Metropolitan Life Insurance Company gave an operetta, "The Belle of Bagdad," at Scottish Rite Auditorium. Not only is our President, May Riley, a member of the staff of that company, but the musical director of the Glee Club is Mrs. Byron McDonald, the sister-in-law of our own Belle McDonald. Owing to Mrs. McDonald's illness, it was necessary to call in another musical director, Mrs. Florence Drake LeRoy, who completed the rehearsals and directed at the performance, Thursday evening. The dramatic coach was Mrs. Eva Smith Hackett, and we noticed that Henriette Steinegger's sister was in a leading part. We looked about to see if perchance we might claim some more Club members, the President of the company perhaps? It was a very creditable performance, beautifully staged and costumed, well sung, and we need hardly say—well directed.

MERELY BIOGRAPHICAL

By May F. Riley

International Section

The International Section is under the Chairmanship of Miss Jeannette Doub. Miss Doub has been a member of the Club since May, 1924; she was a member of the 1928 Membership Committee. At present she is Vice-President-at-Large of the Northern District. Professionally: Law Clerk in the General Counsel's office of the Pacific Gas and Electric Co.

ECHOES FROM THE PICNIC

By Lilian Elias

Have you never been to Black Point on one of our picnics? Have you never basked in the hospitality and the big, broad genial smiles of Mae Barr Long and Belle McDonald? Well then, you have certainly missed some of the most pleasant occasions of our Club life.

It was to Black Point that seventy followed the arrow on Sunday, May 18th; and oh! the style de luxe of that new Pacific Greyhound, where you sat tete a tete or reclined as you wished. It looked like a great big throbbing lion as it took the road.

A delegation of our own Reception Committee were there to greet us, and signs pointed the way, reading B. & P. W. C. (and by the way, some of the natives thought it meant "Black Point Water Company"). Luncheon was eaten out among the trees or in a tent as you desired, with plenty of good coffee all around.

And then again, have you never seen Ida Reed's famous Rough Raspberries, or Belle Banz' Bum Busters? Here too you have missed something, because these two famous baseball teams are the pride of Black Point. The score was 16 to 10 in favor of the Rough Raspberries. Maybe this was due to Lydia Floan's hitting the bat so well. Bertha Dale is certainly an enviable catcher.

After that came the delicious pink lemonade we were promised, and it tasted so good. There was bridge for those who wanted, and more out-door games. Even in the game of "get the potato," Ida Reed scores high. Of course, we expect that of her now, and she has to keep up the good work.

Five o'clock came altogether too soon, but it takes two hours to drive back; so after many good-byes we again climbed into our Greyhounds, and the ride home along the road with its beautiful woods and trees and flowers was a fitting close for such a delightful day.

OCCUPATIONAL SURVEY

The State Research Chairman, Miss Vivian Patterson, asks our co-operation in providing data regarding our various occupational callings. Will you please complete the questionnaire enclosed with this issue of The Business Woman and send it to Mrs. Burlingame in time to reach her not later than June 15.

You will be interested in knowing that the California Federation made a similar survey in 1924; it is now desired to bring that survey up to date. Your personal co-operation in stating facts regarding yourself will definitely support the Research Chairman. It goes without saying that no signature is desired.

May F. Riley, President.

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GURTY'S GARRULITIES

Hurry—most over-worked word of the day ('cept busy). Hurry to Chicago—in 61 hours, via rail; snail's pace compared with the air. Individuals of the morrow will have no need for diet—rush will emaciate them.

Even speeding-up reading. Most everything is "just skimmed" now, but *Publisher's Weekly* soon to offer device to permit of a grab of "100-000 words every 10 minutes." Poor brain—due for indigestion!

Peculiar kink in Americans. Boast of independence, disdain the English, etc., yet ape them, enjoy their twist of tongue, buy their estates and abide with them most of their leisure. Our Henry Ford runs over, purchases "Rose Cottage," a relic of the 14th Century, dismantles, packs and drags it across the pond, to be re-erected in the State of Ford. America held nothing to satisfy his urge.

Long gloves doomed upon us, at Ten per Pair. In shades of blush, dawn, waterspray, oyster (whatever they may be), exquisite when fresh, but one breath and the picture is over—soiled. Manufacturer and cleaner—merged!

Daylight Limited (connecting the loving cities of S. F. and L. A.) is all pretti-ed up, as a bride of the olden days, in a pearl grey outfit; within, a dress of cream and light green. Such an eye-appeal! Separate lounge and smoking compartment for us! Slowly but surely, taking cognizance of Wimmen!

Safety Valver offers a trite thought: "San Francisco, the City that knows how. And, Los Angeles, the City that does things." Isn't it the truth—and WHY? Perhaps "An Old Spanish Custom."

Congress running out of twaddle takes to discussing "What price sandwiches?" I tell 'em: Depends upon where it's bred! What chance a holy little cheese sandwich in the hands of red tape—I ask you?

Athletic Foot—man's newest woe. We hot foot to work; we get cold feet—you know; and there's the flat foot; what's more, I got-a bum foot. To win the Athletic Foot, you parade barefoot in public places—swimming pool and gym. Moral: Keep your shoes on—as well as your shirt!

I'm laffing. This wave of popularity of the "Maine Stein Song." It has the swing and dash as if brimming with lager! But Maine—she's been bone dry for more than 70 years. How come—what know they of steins and contents!

He: The most delightful thing to do is to hold converse with the person one loves most in all the world.

She: Yeah—but it's such bad form to talk to one's self.—*Argonaut.*

Ahem—Dass 'al.

THE STATE FEDERATION CENSUS

Several of our members have asked as to the results shown by the census, taken under direction of the Research Chairman of the California Federation. On the basis of the census taken in our Club, the replies show a range in income (from salary, business or profession) from $1,200 to $15,500 a year. It is indicated that the average annual salary per member is $3,170; equivalent to better than $260 a month. On basis of submitted replies, the total yearly income over all members is apparently $1,330,000 plus.

MAY F. RILEY, President.

NEW MEMBERS

One of the most popular Sections in the Club is our Book Section, held on the second Monday of each month. This time they meet a week from Monday, on June 9th. If your prospective member is fond of books, invite her to come that evening. Remember, it is new MEMBERS that we want, and this is a good Section to introduce them to.

ESTELLE V. WALKER, Chairman,
Membership Committee.

AN INVITATION

To another Club party! On Thursday evening, June 5th, we are going to have a card party—bridge, contract or whist. Make up your own table at $3.00, or buy a single ticket at 75c, and we will find partners for you. We will have a prize for each table, and will also serve refreshments. Doesn't that sound interesting? It will be too, for you know what good times we always have at our parties, so come and make merry with us. Tickets may be purchased from members of the Reception and Hostess Committees.

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RAE MORROW,
Chairmen.

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Vol. 7 | JUNE 7, 1930 | No. 23

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June 9—Book Section, 7:30 P. M.

June 10—Dramatic Section, Curran Theatre.

June 12—Choral Section, 6:45 P. M.

June 12—Thursday Open House, 8 P. M.

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Alice Kennedy
Betty Walton — Almyra Duffey
Grayce Dempsey — Amanda Heuerman

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KING COTTON

By Ida J. Lord

The term "Cotton Goods" to the average individual is merely cotton goods. When we realize the uses to which this commodity applies, however, it becomes a very vital factor in our living.

Coarse fabrics, such as Duck, Drill, Sheeting and Denim, play a most important part in many businesses—Duck for all kinds of tents and out-of-door coverings; Drill for pocketings; Sheeting for sheets and pillow cases; and Denim for overalls. All artificial leather and oil cloths have cotton fabric as a base. Then sugar, salt, flour and tea bags require this article for the part they have to contribute to the world's necessities.

Huge quantities of cotton goods are used in the manufacture of automobile tires and also for the tops and curtains, but with the advent of the closed car the call for this latter purpose has enormously decreased. Rubber companies buy in large amounts for the linings of their rubber products; sugar and oil companies for filtration. Of late there has been some demand for thick canvas for acoustical use in large halls where there is too much vibration.

Of course, the use of cotton for towel purposes is tremendous, for practically every person is the owner (or should be) of at least one Terry or Turkish Towel made from cotton. Many Huck Cotton Towels are used also, but the discriminating class prefer linen.

The citrus growers in the South are using Army Duck and Drill in the process of fumigating their trees. A tent is made that will completely cover the tree; it is then filled with a gas that fumigates and kills the insects. Great care has to be exercised in this process and rather a loosely woven fabric used for a tent in order that a certain amount of the gas will escape; otherwise, the intense fumes might kill the tree.

The mills always welcome, and especially these days, any fads which are developed that call for large quantities of their products. A few years ago, when we were having lunch cloths and bed spreads made out of unbleached sheeting, of course, embroidered more or less, thousands of yards came out of our Southern mill for this purpose and were used here in San Francisco.

While all cotton mills have experienced rather hectic conditions since the World War, yet perhaps it is the Fine Goods Mill that has had the most difficult time. This is due largely to women's change from cotton undergarments to silk and rayon. The men who are vitally interested in the cotton goods business are often accusing the women of injuring the business of cotton mills by this change from cotton to silk, whereas they claim that their own undergarments are still generally made of cotton. Be that as it may, this business is passing through the same changeable process that is characteristic of many lines today. The one bright gleam in the situation is the great demand for COTTON FABRICS in so many places, and this commodity will no doubt work out of its over-supplied condition, as well as the oils and other necessities that are today suffering from overproduction.

NEXT BOOK SECTION

At the June meeting of the Book Section on June 9th the evening will be devoted to the life and works of D. H. Lawrence. Mrs. Carmer, Chairman of the Section, will give a review of his works; Miss Edna Hansen will read a paper on what Lawrence has contributed to literature and what his place is in modern literature.

Miss Caroline Singleton, of the University of

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California, will talk on significant aspects of French literature. Miss Singleton has been connected with the French department of the University for some ten years; having studied in France, she is particularly well fitted to talk on this subject, which has a close relationship to the trend followed by D. H. Lawrence. The program is rich in possibilities, and a large attendance is expected.

JEANNETTE DOUB, Section Secretary.

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THE MOUNTAIN PLAY

By WINIFRED KERR

On Sunday, May 25, some seven thousand people again wended their way to the Mountain Theatre on Mt. Tamalpais, there to witness the 17th annual production of the Mountain Play Association. There were many preliminaries to enjoy first, however; the meeting with friends, the trip itself by trail or auto, the crowds, the picnic lunches under the trees, and then a lazy hour in the sunshine.

Aside from the play itself, the setting has an ever-recurring charm. The trails, the grassy sunny slope, the blue sky, the encircling hills and trees, the steep canyon and distant view, all bring a peacefulness that attunes the spirit of the audience to these woodland plays, bearing them far away from their daily environment back to where

"Man-made things have vanished
And all the world is new."

The audience sat silent during the overture, rendered by a hidden orchestra and accompanied by the song of the birds, and then the play began—"The Sunken Bell," by Gerhart Hauptmann. It is a fairy tale, the scene of which is laid in the Hartz Mountains, Germany, and introduces the witches, sprites and elves of German mythology. It relates the story of Heinrich, the master bell maker, who aspires to cast a bell whose tones shall reach from earth to Heaven, but back of the narrative is an allegory of the ambitions of human beings and the conflict between their baser and better selves.

The play this year contained more of drama and less of pageantry than many of its predecessors. The leading parts were well taken, and old Wittekin, Rautendelein, Heinrich and the Woodsprite were warmly applauded. The sudden appearance of The Nickelmann were somewhat startling, and some of the onlookers hoped that the Woodsprite costume might become the standard for all hikers.

Speaking of costumes, it is interesting to note from year to year the evolution of the feminine wardrobe. This year the models shown covered the entire range from knickers, breeches, bear pajamas, khaki shorts and skirts to chiffon dresses. One tiny miss appeared in a most abbreviated sun suit, and it will not be at all surprising to find her elder sisters so garbed next year.

The German songs by a male chorus and the orchestral music during the intermissions were much-appreciated part of the program, and the elfin dancers in their bright costumes added the bit of grace and color without which no Mountain Play would be complete. For three hours the crowd watched the unfolding of the drama to its climax; and as the lengthening shadows crept down across the stage and enveloped Heinrich as he made his last appearance, the contrast between the dusk of the last act and the sunlit stage of the first seemed truly symbolic of his broken hopes and lost happiness.

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MERELY BIOGRAPHICAL

By May F. Riley

Historian

So that the records of our Club might be per-uated, the office of Historian was created last ar, and Miss Mary F. Mooney appointed His-ian. Miss Mooney has been a member since 26. Professionally: Supervisor of Text-Book d Library Activities of the Board of Education, n Francisco Schools.

Remembering Fund

The Remembering Fund is our service fund, hich at present expresses its purpose by provid-g business education for those who could not herwise secure that training. While it is a sep-ate unit, the Christmas Cheer Fund is affiliated ith the Remembering Fund. Three of our mem-ers direct its activity: Miss Clotilde Grunsky, iss Johanna Heim and Miss Gertrude Mowder. rs. Mae Barr Long is Chairman of the Christmas heer Committee.

Miss Clotilde Grunsky, Chairman of the Re-embering Fund Committee, has been a member of he Club since 1917. She has been especially in-erested in the Dramatic Section, not only taking art as an actress but also writing several of the lays that have been produced. Miss Grunsky as President of the Club for the years 1922 and 923. In business life: Pacific Coast Editor of *Electrical Merchandising*, and *Radio Retailing* ublications of the McGraw-Hill Co.

Furnishing Committee

The Furnishing Committee is a permanent ap-ointment; it came into existence in 1927, when ve moved into our present Club rooms, and decora-ion and furnishings were given into the capable ands of Mrs. Rose Mainprice and Mrs. W. B. Hamilton. Mrs. Mainprice joined the Club in February, 1917. Upon the death of our first Treasurer, Margaret Ogden Steele, Mrs. Main-price became Treasurer, and continued to serve during the administration of Miss Palmer. Mrs. Mainprice was Vice-President in 1920-1922; Finance Chairman under Dr. Hamilton; also Director and Finance Chairman under Ida J. Lord in 1926 and 1927. She has been Chairman of the Furnishing Committee since 1927. In business life, Mrs. Mainprice is Treasurer of the Tone Fire Brick Company, and is also interested in investments.

Mrs. Hamilton has been a member since 1921, and a member of the Furnishing Committee for the past three years. Mrs. Hamilton is a former journalist.

Sunshine Committee

The Sunshine Committee is under the direction of Miss Matilda J. Schimpf. Miss Schimpf joined the Club in February, 1919. She has been a mem-ber of the Membership and Reception Committees and Chairman of Reception in 1924. This year marks the sixth term of Miss Schimpf as Chair-man of the Sunshine Committee. In business: Notary Public and Public Stenographer; also con-nected with the Indiana Harbor Belt Railroad and the office of W. D. Brooks.

IMPROMPT-I

We are due for Afternoon Tea. So let 's to Mark Hopkins, on Saturday next, June 7th. Meet in the lobby about a quarter of 4. Music, dancing, tea. Price 75 cents—cheap enough. Come on to tea with the

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Telephone DO uglas 6000

GURTY'S GARRULITIES

Scheming to carve Texas into five midgets, adding four States and increasing the senatorial south. Ah—California would then add another "largest" to her ample list!

Senate peeved with dial phones! All het up. Fail to enjoy the gag-rule. No thrill when you plug in error, and no little operator to berate! Your own stupidity the only opponent!

And we in S. F. talk! Take lead in phones—34 to every 100 pop.—top-notching the country. Talk's cheap enough, until you pay fifteen cents a connection! That's when money talks!

Fad for black and white so inconsistent with summer. Young faces enveloped in black, dashed with white, always gives me a reaction of a charming widow. They should be decked in hues of happiness. These fashion instigators—what know they of logic!

Daylight not so good. Doc claims artificial light more dependable, easier for the eyes—and our future to hold windowless factories, buildings. What a picture! Next, doc will advocate artificial air!

Along comes a baseball—a la night life! 10,000 fans at Des Moines revel in game under a moon of 53,000,000 candle power! New alibi coming for hubby!

Suburbia—Blingum! Has a real war. Black birds become pine tree settlers—families and appurtenances. Residents take issue and birds attack. Looks like "By-By, Blackbird."

Tallest building in all the world—Chrysler of New York—formally opens—rearing 1,030 feet in the clouds. Next day ground is broken for a scraper of 105 stories! Timid me:

In New York City,
The buildings are so high;
The people at the top of them
Are almost in the sky.
You wouldn't think that anything
Could ever be so tall;
I feel a bit afraid of them,
Because I am so small.

—*Judge.*

Too-dle-oo—Dass 'al.

ANOTHER CUP

Did you read the State President's message in the *California Woman* for May? If not, do so now, not because the President happens to be one of our members, but because it contains much food for thought—"Get Federation Minded." She starts with "Is your Club adding members to win the Margaret Mary Morgan Cup?" That refers to our Club, too. Read this message about the wide-awake Clubs throughout the State, and then help your Club to make a showing. Bring in a new member.

ESTELLE V. WALKER, Chairman,
Membership Committee.

YOUR VACATION
Is it planned?
If not, maybe I can help you
Reservations anywhere
MARY D. CROOKSTON
609 Sutter Street PR ospect 2500
(Before 8 A. M., WE st 9311)

THURSDAY EVENING

As there seems to be a misunderstanding on part of some of our members regarding the Thu day night "guest privileges," we are taking t means of again telling you that Thursday nig is *your* "at home night," and we are always gl to welcome you and your guests, the idea of t "guest cards" being merely for our own recor as to out-of-town visitors, etc., and need not procured ahead of time, but from the Hostesses the evening.

RAE MORROW, Chairman,
Hostess Committee.

DRAMATIX!

The Dramatic Section meets at the Curran Tuesday next, June 10th. The attraction is "T Student Prince," and members of the Club, oth than the Section, are welcome to be with us, paying the Dramatic Dues of 25 cents.

GERTRUDE D. TUBBS, Chairman.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 JUNE 14, 1930 No. 24

Weekly Program

Coming Events

June 16—International Section, 7:30 P. M.
June 17—DINNER, 6:15 P. M.
Ball Room, Western Women's Building, 609 Sutter Street.
Speaker: Miss Mabel MacFerran.
Subject: The Romance of Electric Power—Illustrated.
June 19—Choral Section, 6:45 P. M.
June 19—Thursday Open House, 8 P. M.

Hostesses

Sylvia Kempton
Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello

SECTIONS

***Book*—Second Monday, 7:30.**

***International*—Third Monday, 7:30.**

***Civic*—Fourth Monday, 7:30.**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

OUR DISTINGUISHED GUESTS

San Francisco will play host to the Fifty-third Annual Convention of the National Electric Light Association, which brings to this city prominent electrical people from all parts of theUnited States. This Convention is to be held at the Exposition Auditorium during the week June 16 to 20, 1930. Five years ago it was the privilege of the Club to entertain the Women's Committee of the National Electric Light Association, and it will again be our privilege to entertain them at our dinner meeting of June 17.

The Women's Committee of the N. E. L. A. has signified a desire to put on a program for us, and have secured a speaker, and there will also be music by the Women's Quartette of the Oklahoma Gas & Electric Company. The speaker is Miss Mabel MacFerran, Electrical Engineer of the Southern California Edison Company, Los Angeles, whose subject is "The Romance of Electric Power." This talk is with pictures.

A number of prominent women of the Public Utility Industry from various parts of the United States will be present at this meeting. The list includes:

Miss Sarah Harris, Chairman of the Women's Committee, N. E. L. A.
Mrs. Ruth E. Creveling, Vice-Chairman, Women's Committee.
Miss Isabell Davie, Secretary, Women's Committee.
Miss Eloise Davison, Home Economics Adviser, National Electric Light Association.
Mrs. Nyra G. Letchworth, Chairman, Women's Committee, Pacific Coast Electrical Association.

NATIONAL ELECTRIC LIGHT ASSOCIATION

It will be our privilege to hold a joint dinner with the Women's Committee of the above Association, Tuesday, June 17. This will be one of our most important Club programs for the year. It will bring to us the foremost women in the light and power industry in the United States. The Ball Room of the Western Women's Club Building has been reserved for this occasion; the program following dinner is being arranged by the Women's Committee. Details are given elsewhere in this issue.

I sincerely trust that a very large number of our own members will attend this dinner, and have the pleasure of meeting these very interesting women. Our Club is honored by their presence.

MAY F. RILEY, President.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

With this issue the Editor bids you a fond, hasty and tearful farewell, leaving you to the tender mercies of the Associate Editor. For the issue of June 21, please send all copy to Mrs. Ethel L. Maxwell, 650 Merchant Street.

CLUB NOTES

By Charlotte F. McClelland

Mrs. Vesta White Page is now affiliated with the Paul E. Williams Co., investments, 485 California Street.

Miss Margaret Brandt spent the week-end holidays at Knight's Landing.

Miss Ida Reed, Mrs. May Riley, the Misses Johanna Heim, Caroline Bachich, Lydia Floan, Zulu Clements and Dr. Rae Morrow motored down to Asilomar recently to arrange for the Convention program.

Here are a number of changes for your roster:
Mrs. Nellie S. Ehlers, 107 Eastwood Drive.
Mrs. Clotilda F. Gabriele, 299 Edgewood Avenue.
Miss Margaret V. Girdner, 2545 Lyon Street.
Miss Belle McDonald, 2529 Fillmore Street, WA lnut 1748.
Miss Nell E. Reid, 760 Geary Street.

Of course, you have missed our smiling, friendly Clotilde Grunsky. At last account she was in New York City, and having a grand time, we are sure. She would.

We hear from Palo Alto of the marriage of Mrs. Inez Jones Du Guid to Mr. Jesse L. Emmert at Reno, Nevada, on May 31st. They will make their home in Palo Alto. Mrs. Emmert's many friends in the Club wish her much happiness.

Mrs. Jene S. Bishop suffered a very painful accident when she slipped on the pavement and broke her right leg. She is in the Children's Hospital, and would be happy to have visitors. We are sorry, indeed, to hear of this unfortunate mishap.

Charming Miss Lucile Pattillo left on Decoration Day for a two weeks' vacation in Scotia.

Miss Hazel Musser, of the Delta (Colorado) Business and Professional Women's Club, and Miss E. M. Johnson, from the Business and Professional Women's Club of Spokane, Washington, registered in our Guest Book last week.

For a few months you must expect to hear a lot about vacations. Mrs. Mabel T. Johnson, one of our Directors, is at Arrow Head Springs, where she will remain until the middle of June, and Miss Gertrude Mowder, our efficient Auditor, is sojourning at White Sulphur Springs, St. Helena.

Dr. Susan H. Hamilton has just returned from San Diego, where she attended the Osteopathic Convention. While South, the doctor stepped over the border to beautiful Agua Caliente. We understand she did not bring all the money back that she had hoped to.

'Twas not a miscarriage of justice, but of the mail, that was responsible for the non-appearance of this column last week.

And now your reporter is going away for a few weeks to Alaska, and she is going to miss these weekly chats with you. In her absence the column will be very capably taken care of in the hands of Miss Caroline Bachich. Au revoir!

SLOGANS

The contest at the coming Convention at Asilomar for yells has been changed to "Slogans." These must refer to the individual Club. There is a possibility that extra entries will be made for slogans referring to the District or to the Federation. So, if you can think of any for the Club or for all three, be sure to send them in. The time set for the final date is August 1st.

Lydia Floan.

STATE BOARD MEETING, JUNE 22

It will be our privilege to entertain the Califor-a Federation of Business and Professional omen's Clubs on the occasion of the next Quar-rly Meeting of the Board of Directors, Sunday, ne 22.

Our State President, Miss Ida M. Reed, will call e Board meeting to order at 10:00 a. m. in our ub rooms. This is an open meeting which all embers may attend. It is not limited to Board embers.

Following adjournment of the Board meeting, ncheon will be served at 12:30 in the dining room the Western Women's Club. Price, $1.25. A ry entertaining program has been arranged for ur enjoyment; we shall also have the privilege hearing several State officers.

Please make reservations for luncheon with Mrs. rlingame.

A most cordial invitation is extended to each of u. I sincerely trust that a very large number our members will attend the luncheon, and in at way personally honor our own member and ate President, of whom we are so proud.

MAY F. RILEY, President.

IMPROMPT-I

Tea-d at the Mark Hopkins and celebrated Mrs. ake's (our Choral Leader's mother) ninetieth rthday. She cut her cake with a dash, and we l wished her s'more merrie burf-days!

On Sunday, June 15th—we take that long-talked-trip "up Mt. Davidson," and you must give a ought for a clear morning; 'cause if Mr. Fog mands the atmosphere, we will have to change rection. Meet at Van Ness and Market—over ere in front of the Masonic Temple; if you come the Municipal line, be sure to take a transfer—herwise, an extra fare. Time— 9 sharp. Have light breakfast at home, wear heavy shoes. The alk is neither long nor overly strenuous. For ose who wish to join us at our breakfast-lunch, e will be at Fleishhacker Pool Restaurant about :30. Come on, to the highest point in San rancisco, with that

IMPROMPT-I.

IT'S SURPRISING HOW EASY IT IS

Sometimes it is easier to interest a prospective member by telling her what we are doing for other people than it is by telling her what we are doing for ourselves. In that case, tell her of our Remembering Fund—the fact that we have put ten or eleven girls through business college will appeal to her. Also tell her about our Christmas Cheer work, the number of families we take care of, etc. The idea that she could share in this work and be a part of an organization that does such good work would help to make her a MEMBER.

ESTELLE V. WALKER, Chairman,
Membership Committee.

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GURTY'S GARRULITIES

Sportsman distiller of England (just boot-legger in America) falls into a cool five million and refuses to retire; says one might as well be deceased as idle! Ah, Mi! There are two views to that wise thought!

Symphony concerts to offer interest by way of directorship. One summer session will see a woman—mere dame—wielding that baton! Isn't that a step forward? We should be on hand with the big cheer. Englishman will conduct during the Fall, followed by a Russian after the holidays. We will miss our Hertz—but: Off with the old—on with the new!

Census creates disappointments. Californiacs were puffed with magnitude. S. F. rated herself 700,000; Oakland 350 thousand; L. A. a million and a half—and more. After the water was squeezed out—we all shrunk most half a million.

Did you ever jolt yourself? I does. Been eyeing those new travel coats with luxuriant fur collars; sort-a-longed therefor and figgered 'em around a hundred; I inquired—then tottered—they were $175—EACH.

New York was snippy to The Barrymore, the lady was peevish, took her shows (Kingdom of God and Love Duel) to the road and enjoyed 84 successful weeks; meaning, that the approval of New York "not so hot."

Congressional wisdom proposes bill to restrict the expenses of candidates to a three cents per vote. That's cruel: They'll be obliged to pass the buck, if they fail to pass the dough!

Glad I took root in California, 'cause had I first viewed life in Africa—what woe! At 17, should have been relegated to the fattening squad, there to remain until I gathered beauty, via flesh! Missionary says in Portuguese West Africa, the fatter the maid—the greater the worth! How worthless me!

If it be not found in the dictionary—be not discouraged, it may be in either the fives and tens, or the drug stores; petty palaces and the panacea parlors, neck and neck. Each aims to dispense the world's all, no commodity immune to their inroads. Perhaps, later, they may even supply "Room and Board."

Gathered at Napa:
Sometimes B sharp;
Never B Flat;
Always B Natural!
La-la, la-la—Dass'al.

IN RETROSPECT

On Thursday, June 5, the Reception and Hoste Committees sponsored a special card party, wh about two hundred members and guests filled o own Club rooms and Merrill Hall to capacit Judging from the comments heard on all sides would say that the evening was a complete succes There were many "Ohs" and "Ahs" heard wh those delicious candied nuts were tasted, so kind donated by Edy's. And as for the ice crea guesses were heard on all sides as to just what was that gave that elusive flavor—was it cherry wasn't it? We know the fortunate winners we pleased with the lovely prizes, of which there w one for each table. We hope you will all come aga

Our thanks are extended to Miss Margaret Ma Morgan, who so generously donated the tickets, a to Miss Mary Baker, who also contributed son printing. Thanks are also due to Miss Nell Boar man, Chairman of the Reception Committee, a to Dr. Rae Morrow, Chairman of the Hostess Co mittee, and to their assistants who had charge the evening, and by their co-operation and ef ciency made the party the success it was.

ALICE KENNEDY.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 JUNE 21, 1930 No. 25

Weekly Program

June 22—LUNCHEON. 12:30 P. M.
Dining Room. Western Women's Club, 609 Sutter Street.
State Board Meeting, Musical and Dramatic Program.
June 23—Civic Section, 7:30 P. M.
June 24—Dramatic Section, 7:30 P. M., Club Rooms.
June 26—Choral Section, 6:45 P. M.
June 26—Thursday Open House, 8 P. M.

Hostesses
Hazel Ramon
Irene Bock Ruth Shaw
Margaret Brandt Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

SAVE TINFOIL AND HELP A CRIPPLED CHILD

In the BUSINESS WOMAN of April 23, 1927, the following short article appeared. We are reprinting it now for the benefit of new members and members of longer standing who may have forgotten why we save tinfoil:

"Some of us, perhaps many of us, thought the idea of saving tinfoil was a joke. We might have known better, for Ida Lord doesn't joke in that way. A recent report of the amounts received from the sale of tinfoil, and the use made of it by the Crippled Children's organization, shows the idea to be anything but a joke. We have not space to print the entire report, but it shows the astonishing sum of $600 collected in 1926 from the sale of tinfoil. This fund provided braces, orthopedic shoes and other needed appliances for some 15 children, besides paying for hospital expenses, special nurses, and other incidentals.

"These children received this relief because a number of persons saved and brought in tinfoil that would otherwise have been thrown away. A very little thing to do, and yet a big one when one considers the results. It is simply a matter of whether you will put the discarded tinfoil into a wastebasket or into a package to be brought to the Club rooms. Which will you do with yours?"

Some of the active members of the Club are officers and past officers in the Crippled Children's Guild. The BUSINESS WOMAN will be glad to publish later figures from the organization on the good results of saving tinfoil. We understand much has been accomplished in the past three years.

STATE BOARD MEETING, SUNDAY, JUNE 22nd

Again we take the opportunity to remind you that next Sunday will be a most important day for San Francisco Club. It will be our privilege to entertain the California Federation of Business and Professional Women's Clubs on the occasion of the quarterly meeting of the Board of Directors.

Our State President, Ida M. Reed, will call the Board meeting to order at 10 A. M. in our Club rooms. This is an open meeting, which all members may attend. Luncheon will be served in the dining room of the Western Women's Club, at 12:30, price $1.25, to be followed by an enjoyable musical program, with a few words from some of the State officers.

This is one of the pleasant social events of the San Francisco Club year. Let's get together and have a fine attendance, so that Ida Reed may be as proud of us as we are of her and her work for the California Federation.

MAY F. RILEY, President.

The Business Woman

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San Francisco *Telephone, Prospect 8347*

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ATTENTION, ACCOUNTANTS!

The third meeting of the Accounting Problem Club will be held at 386 Geary Street, in Mrs. Ada Brace's apartment, at 7 p. m., June 25th.

All members of the Business and Professional Women's Club who are interested in Accounting are invited to attend. This is a free contribution to the members of the Club.

M. C. Brown, Secretary.

CLUB NOTES

By Caroline Bachich

State President Ida M. Reed is visiting a number of the Clubs in the Southern District this week. Ada H. Brace will join her over the week end.

Catherine Glenn and Jennie Gada are greeting friends in town this week. Miss Glenn will return to Santa Barbara, where she is sojourning for her health, but Miss Gada will return to Carmel to supervise the "farm."

We wish to thank Dr. Goss for two more books which she has presented to the Library.

Mrs. Elfrida Ribitsky is spending her vacation in Yosemite Valley.

Gertrude Wise and the writer joined the big parade, and called on Jeanne Goodwin and Blanche Newton at their new place of business near Hayward, last Saturday. They have a very comfortable Camp, and we were surprised to see the many improvements the girls have made in the few short weeks they have been there. Everything is going beautifully, and the girls are very happy.

Don't forget to send me any items of interest for this column, for the next two weeks. Phone KEarny 6684.

SECOND PHOTOGRAPHIC CONTEST PRIZES

The prizes for the coming photographic contest have been selected. We are very proud of them and are sure that the winners will be pleased.

Owing to the fact that there were so many really fine pictures entered in the contest last year, it seemed wise to have two prizes this year, so we have divided the prize money, and will award a 1st and 2nd prize, beside ribbon awards for honorable mention in each class. The prizes will be the same for each class.

First Prize is a Houshl all leather Harburne Album, concealed loose-leaf, size 11x14 inches high.

Second Prize is a Houshl all leather Harburne Album, concealed loose-leaf, size 10x12 inches high.

These are beautiful, high grade photograph albums, covers of genuine leather finely embossed with the winner's initials or name embossed on them. They will be attractive on any living room table. The price would have been prohibitive but for the courtesy of the Eastman Kodak Stores, Inc.

Now that you know what the prizes are to be, I know you will get busy immediately with your pictures.

Johanna E. Heim, Chairman,
Second Photographic Contest.

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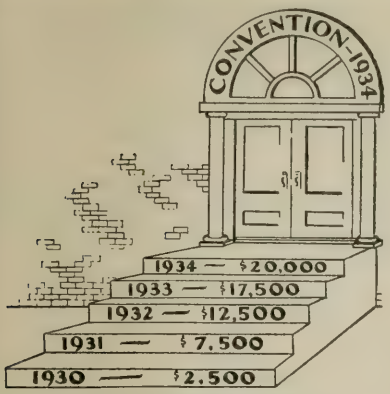
DRAMATIX!

At our meeting of Tuesday, June 24th, we will read "The Green Pastures," by Marc Connelly. This is the wonderful play that won the last Pulitzer prize, and is playing now in New York to capacity houses. We get away from sex and love in this play, and get a religious slant through the eyes of the colored people. Meeting at 7:30.

Gertrude D. Tubbs, Chairman.



ENDOWMENT FUND

If you have not sent in your contribution and
n do so by June 22nd, it will help to swell our
port at the State Board meeting.
$20,000 by 1934.

ISABELLE E. BANZ, Deputy Chairman.

AND THEN—

After following the suggestions which have ap-
eared the past five weeks, you might tell of our
rge State organization and the work it does for
er and us in legislative protection at Sacramento
-the eight-hour law, etc. Tell of the many
leasant contacts through the District and State
eetings, the annual Convention, etc. Tell of the
da Margaret Brayton Endowment Fund of $20,-
00 to carry on State work of vital interest to her
nd all business women. And then—tell her she
an have a part in this big work by becoming a
IEMBER.

ESTELLE V. WALKER, Chairman,
Membership Committee.

CIVIC SECTION MEETING

The regular meeting of the Civic Section will be
eld in the Club rooms on June 23rd, at 7:30 p. m.

The topic will be "The Part Time School Law,
ts Operation and Results." As usual, the meeting
vill be conducted as an open forum, and after the
opic has been presented, a general discussion will
ollow. A very cordial invitation is extended to
ll.

SARAH A. MCLAUGHLIN,
Section Secretary.

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MERELY BIOGRAPHICAL

By MAY F. RILEY

Mary H. Baker

Second Vice-President.

Miss Baker's membership dates from April, 1923. One of the first committees formed for creation of special funds was the Bath Salts Committee. Through the activity of this committee, who made and sold bath salts, sufficient money was raised to purchase a bond; in fact, the first security held by our Club. Mary Baker was Chairman of that committee. She was also responsible with Miss Dumas in organizing the Gymnasium Section, and was its first Chairman.

During Miss Reed's presidency, Mary Baker devoted each Thursday evening At Home to teaching Bridge; many of us fondly remember "Bridge with Mary Baker." Thursday evening again saw Mary Baker actively participating when she served on the Hostess Committee under Jessie Eckles in 1928. In 1929 Miss Baker was an elected Director and a member of the Nominating Committee last year. She is Advertising Manager of THE BUSINESS WOMAN at this time.

Mary Baker is now serving as our Second Vice-President, having been unanimously elected by the Board of Directors to fill the vacancy created in April when Mrs. Goodwin moved from San Francisco. In business life, Miss Baker is a public stenographer.

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Ah—the Travers Theatre, latest of our "Little Theatres," located in the Fairmont Hotel. Delightfully intimate, cozy and atmospheric, with a capacity of 142. Production most artistic. I felt as if luxuriating in a spacious drawing room, being mentally stimulated. What with the Guild and the Travers, we should be exhilarated with a feast of "Good Drama."

Weinstein to burst forth in Post Street, lower portion of former O'Connor-Moffatt Building purchased and, within sixty days, the five and ten will have a serious competitor. Post Street falling in with "cheap skates."

Justice Kenyon of Stockton has a visitor with sticky fingers; mean guy lifts the Judge's specks and now the ole-boy fails to see his judicial path.

Einstein—a mystery—what's it all about? Only twelve in all the world comprehend, and I—not of the sacred dozen. He writes of "warped" space—what sort of a picture does that create? Now contends space is no longer limitless and, at the moment it's mad—real hot—turning round and eating up matter! Nice: I'm dumb with all space and no matter!

New York *Evening World* gives the "photo-radio," a stunt of vast possibilities; simultaneous publication made in New York, in Atlantic City and on the steamship America, 2,700 miles out on the Atlantic Ocean! That's vying with Einstein—that's "shrinking" space—eh, what?

Doc believes he has discovered "cure for common colds." What a hero—if true. Greater than Lindburgh, Chevalier or Mayor Rolph—every one of us would reap a benefit! Show me! The only cure-all, I'd stake on, is TIME!

More and more the esthetic! Telephone Company hears the urge and we have equipment in soul-ful hues; it mellows the eye and brings the voice in dulcet whispers, purring sweet chatter. Heigh-ho! Naught now remains but that our casket be of shade to assure a colorful voyage o'er the River Styx.

HEALTH NOTES (GRACE STEWART)

To the Thin: Don't eat Fast.
To the Fat: Don't eat—Fast!
Yeh—yeh—Dass 'al.

EVENT—JULY 19th-20th

We are happy to announce that our next eve will be a trip to Clear Lake, Lake County. W will leave Saturday, July 19th, at 1 o'clock, fro 609 Sutter Street, and go directly to Lower Lak and a new Lodge which has been open only a sho time. We will spend the night there, and you ca roam around down to the lake, or perhaps they wi have a dance or some other amusement. The ne morning you are free to go swimming, hiking anything you wish. Bring bathing suits and wea sport clothes. After lunch we will take a ri over the new highway around the lakes and retur home via Ukiah, arriving after dinner, which we wi have en route.

As you know, it is very difficult to get reserv tions for a large party during the summer, but w have secured accommodations for 30 on this tri It will be an interesting one through beautif country, so make your reservations early. If w have the maximum number, the price will be abo $12.00, but, of course, if there are less than th number, it will be slightly higher per person.

Make your reservations with Mrs. Burlingam sending your deposit of $12.00 at the same time.

We will give you more details next week.

CAROLINE BACHICH, Chairman.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 JUNE 28, 1930 No. 26

Weekly Program

July 1—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.

BUSINESS MEETING.

July 3—Choral Section, 6:45 P. M.

July 3—Thursday Open House, 8:00 P. M.

Hostesses
Mary Fennig
Lillian Howie Lily Tufts
Mildred Adams Elsie Miller

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

IT CAN BE DONE

(A Challenge)

By ANNIE LITTLE BARRY

With changing economic conditions, many "home women" are finding it expedient to become wage earners, outside of the household. Let us keep in mind that women in the home who care for the family and often do much of the actual work of the home are earners. The first thing a woman must make up her mind to, when she realizes she must either add to her income or entirely earn the money necessary for her support, is to forget to be sorry for herself. The woman who spends time in self pity is at a great disadvantage. Cheerfulness is a wonderful asset in the economic world.

Perhaps her family or her friends discourage her—she must learn to make her own decisions and place her own valuation on herself. Pride of a certain kind must be overcome. Surely it is far more honorable to help oneself than to rely on family charity.

Occupations: "What can I Do?" How many women have asked this question. What has your education, your activity been? Take account of stock. It may be a little difficult to find your place, but there is a place for you.

Competition: Women who have been active in the business and professional world for many years will have a certain technique that you have not, but you may have a wider experience in life that will help you; you may have a greater gift for meeting people; you may be better disciplined; your experience may have been broader.

Age: It is obvious that the older woman will not undertake a profession that takes years of preparation, or business that requires a long apprenticeship, but if a woman has reasonably good health, if she has determination, if she has average brains, she need not feel her case is hopeless even though she has had many birthdays.

Helpfulness: Are women as kind to each other in the economic world as they are in the social world? Well, there are women and women—because a woman has achieved certain things, and traveled a long and weary road of effort, she may be a little condescending to you who are not so far along on the journey, or she may, remembering her own trials, do her best to give you encouragement. We often hear it said that women are jealous of other women's success. This may sometimes be true, but it is not because they are women but because they are human beings. Perhaps women need to realize better that every woman who makes a business or professional success helps some other woman to have a better opportunity.

Helping Others: How many women whom you know who are wage earners have only themselves to think about? Very few, as a rule. There may be young children, there may be aged parents, there may be other dependents. If a canvass were to be made of almost any group of one hundred women wage earners, it is more than likely that seventy-five per cent would be found who are partially or entirely supporting others.

The woman who suddenly is thrown on her own resources for whatever reason, and there are so many conditions in modern life that bring this about, need not face defeat. Her road to economic independence will not always be smooth; she may have a good many hard jolts, but—

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IMPROMPT-I

Fifteen of us ascended Mt. Davidson at our last gathering. It was fairy-like—we were the Babes in the Woods. At the top the fog swirled around, lifted, gave us a squint, then pulled the curtain. This will be a repeat in the autumn.

Next. Let's tour across the waters. Appears that quite a number have never set foot on Belvedere ground. It is a delightful place, the walk picturesque, and we should rave over many lovely gardens. Meet at the ferry at 9:40—we take the 9:45 Sausalito boat, Sunday, June 29. Tiburon is a quaint "little joint," and mebbe we might locate a fish luncheon. If not, Sausalito will not fail us.

Come on—this is not a clique; everybody friendly. "Happy Days Are Here Again," with that

IMPROMPT-I.

GIRLS NOT SO MERE

By MARGARET GIRDNER

Our Club was privileged to honor the distinguished representatives who compose the Women's Committee of the National Electric Light Association at the dinner meeting of June 17th when 275 members of the Club and representatives of the local offices of the Pacific Gas and Electric Company and the Great Western Power Company met in the ballroom of the Club building.

Mrs. Riley presided and introduced the members of the Women's Committee, who responded briefly by explaining the relationship of the various departments of the industry, thus emphasizing the many points of contacts such a far-flung organization must sustain. Wit sparkled as the electric globes which symbolize their industry, and these bits of philosophy and wisdom were provocative suggestions for future consideration. Miss Sarah Harris, Chairman of the Committee, explained the function of her group to be concerned with the education of the women of the industry in organization of home service groups, accident prevention, economics of the industry and courtesy to the customer. The names of the other members who spoke, with their departments, will suffice to show some of the means through which this is accomplished:

Mrs. Ruth E. Creveling, of San Diego, Vice-Chairman and Pacific Coast Representative;

Miss Isabell Davie, of New York City, Secretary, National Electric Light Association;

Miss Eloise Davison, Home Economics Adviser;

Mrs. Nyra Letchworth, of Fresno, Chairman Women's Committee of Pacific Coast Electrical Association;

Mrs. MacDonald, whose position was not given but who must be the "Will Rogers" of the Committee;

Miss Frances Emans, of Los Angeles, not only of importance in the Association but also editor of *The California Woman.*

The Women's Quartette of the Oklahoma Gas and Electric Committee came in for a few moments and sang three numbers which were enthusiastically received.

The speaker of the evening was Miss Mabel MacFerran, Electrical Engineer of the Southern California Edison Company, Los Angeles, who carried us into the beautiful country of the High Sierras to illustrate her description of the "Land Behind the Electric Button." Slides helped to explain the tremendous forces which are chained and the obstacles which are surmounted to provide us with these conveniences which we take so for granted. Man is no longer content to adjust himself to his world; he now adjusts his world to his own needs, and no more strikingly is this shown than in recounting the achievements of the engineering profession. Miss MacFerran closed with a statement of the opportunities for women in engineering.

This excellently planned program was arranged for us through our two members, Clothilde Grunsky

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ıd Bertha Dale. Hope was expressed for a sim-ar meeting five years from now when this national rganization will again meet on the Pacific Coast, ıd any member who was not present on Tuesday ening is hereby offered this friendly word of ad-ce: Make your reservation early—there are 275 ready in.

In closing, it seems fitting to relate one of the ories told that evening—that of the little boy, hose report card was not so good as some others the class. In fact, a little girl had made a bet-r showing. "Why, Johnnie," said his father, do you mean to tell me that you let a mere girl et ahead of you?" "Well, you see, Dad," re-ied Johnnie, "girls aren't so mere as they used be."

THURSDAY THE TWELFTH

Vacation season being here, and as an aftermath our "Party" last week, not so many of the gular members were present at our Thursday ening "Open House"; however, we were glad welcome some old members who have not been ith us for some time—Mrs. Scott, Miss Kant and rs. Korn.

We were also happy to have with us Miss Jessie undall, of the Alameda Club, as a guest of Mrs. IcGill, and Mrs. Lausen, of Escalon, as the guest Mrs. Ruth Shaw.

Bridge prevailed, both auction and contract, and e all enjoyed our tea with cakes, provided by erenice Magness and Alice Kennedy. And did ou notice how cheerful the rooms looked with the right yellow correopsis brought in by Miss Du-as? Thanks to all these thoughtful people who elp to make our Thursday evenings so pleasant.

B. M. P.

JULY EVENT

The Event to Clear Lake is looking brighter and brighter. The Manager of Highland Lodge made a personal call on the writer and assured me that he would do everything possible to make our stay enjoyable. Food! Well, I won't tell you what the menus are, but will let you be the judge afterwards. Most comfortable rooms with only one person to a room. And, our dinner Sunday night on the way back will be in a private home in Santa Rosa. Doesn't that sound interesting?

Bring your bathing suit, wear sports clothes, leave all care behind, and meet us Saturday, July 19, at one o'clock, in front of the Western Women's Club. The Pacific Greyhound Company assure us of the best and most comfortable equipment for this trip.

As we can only accommodate 30, make your reservation with Mrs. Burlingame early, sending your deposit of $12.00 in the usual way.

CAROLINE BACHICH, Chairman.

ENDOWMENT FUND

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GURTY'S GARRULITIES

Army officers get the "blues." New dress regulations, gorgeous to the eye, depressing to the pocket. If a dashing "Lieut." possesses the complete outfit of caps, capes, epaulettes, gold-braided uniforms, etc., he will be set back most a thousand "berries." Rich widows—may be in demand!

Secret's out: Mental activity renders you hipless (and helpless). L. A. psychologist tries his theories on three co-eds; works 'em twelve hours on higher mathematics, and they dwindle six pounds per co-ed per day. Would the figgers compensate for the struggle?

Chalk-up for our Winds. Chemical warfare chief claims our winds become our protectors (not when the skirts fly up); gas war loses all its kick, when Mr. Wind dashes forth! Good old wind—makes it "Cool in San Francisco."

Added menace to life: Loose Rugs. Fourth of accidental deaths are at home, and the loose rug is a big help. I always feel teetering on eggs as I tread these moving floors; dare not admit my plebeian carpet reaction; yet, hesitate to prance and spill with ignominy!

That Royal Operetta of Roumania. The prodigal King (temporarily suspending his affaires d'amour) returns to the fatted throne, anticipating wifie on the threshold with the glad hand. Indeed: Reverse the play: Queenie to the discard.

"Happy" wives of Denver, aweary of interrupted bridge, fed-up with eat-seances, frazzled with kiddies, style cramped with hubbies, hear the yen to "get away from all this." Off to the simple life in a "Hen Huddle." "'Twon't be long now," the poor dears will "all come home, wagging their tales" broadcast.

Psychiatrist claims "all artists nutty." Unkind—eh? Napoleon, Byron, Rembrandt—all kinky! Even Wagner, psychopathic! Then those that way, commercially. That's a thought! Nature having failed, assume the grotesque—the exotic! Might reach the front page (there's Clara Bow!).

"There's always good in the worst of us"—
Thus runs the caption old.
But who wants to sift ten tons of dirt,
To find one ounce of gold?
—By A. PINENUT.

Hain't it the truth—Dass-al.

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CLUB NOTES

CAROLINE BACHICH

President May F. Riley has been taking a rest at White Sulphur Springs for a few days.

We had many visitors in our rooms this week among whom were Helen Mae Reed, Helen Beck and Anavard Pennington, of Jerome, Arizona.

Frances Emans, Editor of the *California Woman* came up from Los Angeles to attend the meeting of the N. E. L. A. and also the State Board meeting on Sunday. Ada Cummings, Membership Chairman of the Federation, also spent the week here.

Margaret Girdner and Mary Mooney are attending the State Library Association Convention at Los Angeles this week. Miss Polly Hatch, President of the Association, was a guest of Miss Girdner at the N. E. L. A. dinner last week.

We were glad to welcome Mrs. Marie Furst at dinner as a new member last week. She has just transferred to our Club from the Women's Traffic Club.

Mrs. Edith Wiltse is at Lake Tahoe with the Camera Club on her vacation.

Clara Brown has gone to Honolulu for six weeks and Clara Sharpe just returned from a vacation in the Grand Canyon.

Mrs. Belle Simmons has gone to Fresno, to be gone about six weeks.

Ethel Maxwell is spending her vacation with friends in Carmel.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 JULY 5, 1930 No. 27

Weekly Program

July 8—Dramatic Section, 7:30 P. M.

July 10—Choral Section, 6:45 P. M.

July 10—Thursday Open House, 8:00 P. M.

Hostesses

Alice Kennedy

Betty Walton Almyra Duffey

Grayce Dempsey Amanda Heuerman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

RETROSPECTION

"When Club meeting time comes to a close
When homeward everybody goes,
Comrades of the years we gathered round
Singing songs and friendship ties were closer bound."

And so ended the third quarterly meeting of the alifornia Federation of B. P. W. Clubs. "Be-ome Federation Minded," says our President. Vhen I looked over that gathering of 125 women rom up and down the State, saw the glad smiles nd friendly greetings, I knew what this slogan eant. Co-operation—Friendship—if every mem-er of the Federation could have been there, they ould never miss another meeting, if for no other eason than to be a part of this friendship. I ink Annie Little Barry ably defined this feeling y saying, "The State Federation has Spirit, which the source of life."

For those visitors who arrived on Saturday, resident Ida M. Reed arranged a dinner at the Vestern Women's Club, and then the Columbia heatre, to see "Strictly Dishonorable." There still a question as to whether this was strictly a ishonorable way to lead her flock.

The State President called the business meeting order at ten o'clock, Sunday morning, and after he regular reports were made, the general theme as the Convention at Asilomar. From the reports f those in charge, we feel that the business will e snappy, and the fun unrestrained.

After luncheon, President May F. Riley, with a racious speech, presented the State President, Ida M. Reed, who responded with a fitting joke as sual, and then a short talk on the Federation. As President Reed is interested in golf as well as Clubs, she was presented with a new "stick" to eep the ball rolling, as a gift from her own San Francisco Club.

Other distinguished guests who spoke a few words were Past Presidents Margaret Mary Morgan and Zulu Clements; Annie Little Barry, Parliamentarian; Frances Emans, Editor, *California Woman;* Monte Bidwell, President, Central District; and Myrtle Wells, State Convention Chairman.

Besides community singing, led by Mrs. Florence LeRoy, the San Francisco Club Choral sang "June Rhapsody," and another catchy little jingle written by Lydia Floan about what "We ain't gonna do no mo'", but ended with "We IS gonna sing some mo'." Merle Curington played three piano solos; and three pupils of Eva Smith Hackett gave a one-act play called "For Distinguished Service," which showed the feminine ability to change her mind when the loss of the husband in question was her own.

Much credit is due those who had charge of this meeting. The tables were decorated with flowers donated by Minnie Dumas, Charlotte MacQuaig, Hazel Mangels and Estelle Walker, and were arranged by members of the Reception Committee. And so, until we meet again—

C. B.

"THURSDAY EVENING"

This is vacation time, and although our gathering was small, the evening was most enjoyable.

The Hostess Chairman, Hazel Ramon, brought us a nice cake, and instead of serving at the card tables, she set one long table and we had a real party. Mrs. G. Banz sent us a home-made cake, which was enjoyed by all.

We were very happy to see Mrs. Helen A. Doble, who dropped in to show our Club rooms to a group of out-of town friends.

We hope more of the members will join us on Thursday evenings.

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Single copies..... .05

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

DRAMATIX—A READING

Our next meeting, Tuesday, July 8th. We will read "Berkeley Square"—one of the newer plays of the season. Also, we are shaping a stunt for the Convention. We further anticipate a "Dramatic Night" along in the fall, so are open for the reading of prospective short plays.

GERTRUDE D. TIBBS, Chairman.

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BOAT RIDE

In accordance with the decision of the Finance Committee to have a profit-making activity, we have arranged a boat ride around the San Francisco Bay on Sunday, August 10th. We will leave Pier 14 at nine o'clock a. m., and go up the Bay towards the Marin Coast, San Quentin, California City, Richmond, etc., and back to Goat Island for lunch. Bring your lunch, and we will supply hot coffee and "navy beans." After lunch we will have the privilege of visiting the Island until three o'clock, when we will again embark and see the other end of the Bay; namely, towards Alameda, San Mateo, Hunters Point, etc.

This will be an exceptional opportunity, and, of course, August is our best month for weather. We can accommodate 250 persons, so come and bring your friends. Let us put this over BIG, as usual, and sell all our tickets. We will not have a reservation list, but will sell tickets at $2.00 each—for a whole day's trip, including part of your lunch.

Tickets may be procured from Mrs. Burlingame, Hazeldean Mitchell, Helen Doble or the writer. Get your tickets early so we will know how many to provide for.

CAROLINE BACHICH, Chairman.

FROM A SOUTHERN NEIGHBOR

A letter has been received at the Club room from Katherine Edwards, of the B. & P. W. Club of Whittier, Calif., which reads as follows:

"Your weekly publication, the BUSINESS WOMAN, has been greatly enjoyed this year, and I wish to express my appreciation to your Club.

"At the State Convention at Pasadena I had the privilege of meeting some of your members and your most gracious President, May Riley. Our Club has been inspired to new enthusiasm by coming in contact with those members.

"Our new President is Anna Johnson, 401 S. Greenleaf Street, Whittier."

Thank you, Whittier.

LAKE COUNTY EVENT

The writer is spending part of her vacation in Lake County, and will make final arrangements for our trip on July 19 and 20. Next week will tell you more about it. In the meantime, get your reservations in early, as more than half are taken already. Price, $12.00. Send check to Mrs. Burlingame with your reservation.

CAROLINE BACHICH, Chairman.

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CLUB NOTES

CAROLINE BACHICH

Ida Reed left on the third for a ten-day vacation t her new summer cabin in the High Sierras. It ounds good, and she undoubtedly will have a nuch-needed rest.

Rae Morrow is also taking a mountain vacation. t Forest Lodge, in Plumas County.

Z. Clements left Monday for a motor trip to Los ngeles to attend the National Swimming Meet.

Gertrude Mowder returned from White Sulphur Springs, where she has been vacationing for the ast two weeks.

Ida J. Lord has moved to new offices, namely, Room 308, 417 Market Street. Change your ros- ers. Telephone number remains the same.

Elma Baily is home again, and in a letter to the Sunshine Committee expresses her appreciation for he flowers, letters and cards sent by so many Club nembers, while she was in the hospital.

Mrs. Leora Butler sends a word of greeting to Club members from Los Angeles, where she is pending her vacation. Mrs. Butler and Mrs. Walsh have a new San Francisco address: 2290 Francisco Street, telephone WA lnut 5257. Please hange your rosters.

Have you noticed that our Club programs are ow included in the KPO Date Book? Listen in nd hear about ourselves as others see us.

Frances Ipsen, Hostess at White Sulphur Springs, sends a bit of local news:

"Roy Mercier, owner of the Springs, and I had he pleasure of taking May Riley on a little sight- eeing trip this morning. We visited the Geysers t Calistoga, and those near Myrtledale Resort, and hey very accommodatingly 'geysed' for us. We hen went on to the Petrified Forest, where we en- oyed seeing some more of the wonders of nature."

Muriel Pettit, who is a member of the San Fran- isco Science Teachers' Club, the Academy of Science, and the B. & P. W. C., sends the follow- ng notice of a story hour which was started early n June:

"MUSEUM STORY HOUR

"Members of the San Francisco Science Teach- ers' Club and the staff of the Academy of Sciences are conducting a story hour for children on Sat- urday mornings at 10 o'clock in the Museum of Natural History, Golden Gate Park. All children are cordially invited to attend.

"MURIEL PETTIT."

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Charlotte A. MacQuaig

Treasurer

In July, 1922, Mrs. MacQuaig became a member of our Club. She associated herself with the general activities of the Club, completing the year 1923-1924 as Chairman of the House Committee during the disability of Mrs. Kohlwey. In 1924-1925, Mrs. MacQuaig served as Chairman of the House Committee under Dr. Hamilton. She later served on the Reception Committee, and was among the first hostesses when our Thursday Open House was established in the P. G. & E. Building on Sutter Street. She has been identified with both Reception and Hostess Committees continuously since then.

When Miss Newton moved from San Francisco in April and the office of Treasurer was vacated, Charlotte MacQuaig was unanimously elected Treasurer by the Board of Directors.

In business: (I quote verbatim) Chief Shock Absorber in the office of the Pacific Coast Sales Manager for the Arrow Electric Division of the Arrow H. & H. Electric Co. And Charlotte MacQuaig's favorite sport is "garden golf."

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GURTY'S GARRULITIES

The Typhoon Season Reigns. As I, upon my way these June afternoons—Whew! Bush and Montgomery—that Mills Building corner! Every variety of air pocket, air current, fresh air and frisky air, hold jubilee and swish, swish go the skirts, the hats, the papers! Looks like a Lindy celebration. There are moments, when the panic grabs me, and I fear I, too, will be "up in the air."

Side by each, with our forward march, comes a step or two to the rear—a criminal dash. Woman now qualifying as taxi-bandit; as forger; as rubber-check passer; as burglar; as arsonist; as stowaway; as hi-jacker—all found in one issue of a newsie! There appears no limit to our capacity—Egad!

Do words ever fascinate thee? Unfamiliar squibs appear, words juggle in the brain cells, and wriggle on the tongue. Noted that word "horripilated" t'other day, and I've had a wopping good time. It was a new-comer to me, and I was obliged to ask an introduction from Miss Dictionary.

Fourth of July Parade. 'Member when we had marching soldiers in gold trappings, formidable and noisy artillery, and the cannon's roar? No more. The Big Parade is the exodus to the woods. If most half a million ran-out over the Memorial week-end—Quiz: What's the number over the Independence Trio?

Famous Surgeon—Dr. Mayo—advocates unrestrained emotions; declares a check upon the instinctive impulses, causes a dent in the heart action. In future, off with control, follow your unruly whims. That's liftin' the lid! I fear a try-out will register a popularity of NIL.

Jaws growing smaller, and our heritage to be a "rabbit mouth." Attributed to change of diet. Dumb: And I believed diet changed the figure—not the mouth. As yet, tongue manipulation seems running above par.

National Epidemic upon us. Funny disease gripping us: Roger-i-tis! It appears at breakfast, via the *Chronicle;* Sunday evening we find it on KFRC AND now at the Fox: If you do not want to become a victim—hie away, because its simplicity, naturalness and wholesome philosophy will git-yer!

HOT WEATHER TIP

"She wore her stockings inside out
All through the summer heat;
She said it cooled her off to turn
The hose upon her feet."
(*Lit. Dig.*)

Right-O—Dass 'al.

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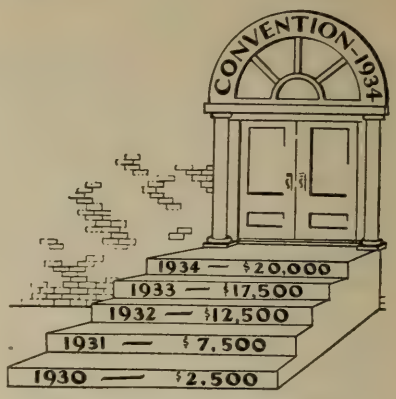

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ISABELLE E. BANZ, Deputy Chairman.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 JULY 12, 1930 No. 28

Weekly Program

July 14—Book Section, 7:30 P. M.

July 15—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
SPEAKER: Mr. Harold J. Boyd.
SUBJECT: The Problem of the Ex-Service Man.

July 17—Choral Section, 6:45 P. M.

July 17—Thursday Open House, 8 P. M.

Hostesses
Sylvia Kempton
Irene Foster — Virginia Merrill
Cornelia Seeley — Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

The Program Committee presents as the speaker or the dinner meeting of July 15th Mr. Harold J. oyd, Past County Commander of the Veterans of oreign Wars. Mr. Boyd is a brilliant young man, ho has seen foreign service, of a charming person-lity, and his talk will be both edifying and enter-ining. An opportunity will be given to ask uestions at the close, and Mr. Boyd will be glad conduct an open discussion of the subject.

WE HONOR OUR OWN

At the business meeting held on July 1st, the llowing resolution was presented to the member-ip and accepted:

WHEREAS, Ida M. Reed has most efficiently erved the interests of the California Federation f Business and Professional Women's Clubs and f the individual clubs thereof, as State President uring the past year, therefore be it

Resolved, That we, the Business and Professional Vomen's Club of San Francisco, Inc., unanimously ndorse her candidacy for re-election as President f the California Federation of Business and Pro-essional Women's Clubs; and further be it

Resolved, That we ask the support of the mem-er clubs in her re-election September 6, 1930.

Those of us who have known Ida M. Reed, worked ith her and played with her are proud to present his resolution to the State. We have been happy o share her with the State this past year. Know-ng her ability, her great heart and keen mind, we re not surprised that her year as State President, ow nearing its close, should have been so success-ul, nor that she has made friends throughout the tate. We wish you "God speed," Ida Reed. Your club is behind you five hundred strong.

HIGH SPOTS OF SAN FRANCISCO

By GERTRUDE STARKWEATHER

(EDITOR'S NOTE: On June 24, 1929, a paper was presented to the Civic Section by Gertrude Stark-weather. There was so much of interest in this report and it was so admirably written, that we have asked permission to publish extracts from time to time. We feel very fortunate in being able to place at the disposal of the readers of THE BUSINESS WOMAN the material which Miss Stark-weather collected and so ably presented. We do this as a tribute to the memory of our friend and member, Gertrude Starkweather.)

Las Lomitas, little hills; this is what the Spaniards called the settlement of Yerba Buena, not because they were small, but because they were beloved. St. Francis Assisi stood upon a hilltop and beheld in a vision, "A multitude of men coming toward me, coming from every direction, filling many roads," the future visionary city of St. Francis.

San Francisco is often spoken of as the "City of Seven Hills," but there are many more, the principal being Telegraph, Nob, Clay Street, Hyde Street, Twin Peaks, Bernal Heights, Buena Vista, Mt. Sutro, Potrero (or Scotch), Mt. Olympus, Lincoln Park, Lone Mountain, Strawberry Hill, San Bruno Mountains, Visitacion Hills, Hunters Point, Morbys, Castro, Glen Park, Halliday Heights, and Reservoir Hill.

Although the hills have been the inspiration for poets, they have been no end of a nuisance to engineers. The best way to reach the top of a hill is by climbing around it, but San Francisco, in almost every instance, climbs by going straight up. The curved may be the line of beauty, but they built roads on the theory that the shortest distance

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between two points, no matter how many hills intervene, is a straight line.

The hills serve thirsty San Francisco. The city can be served by gravity to 400 feet. Beyond that San Francisco water must run up hill, and it does. Laguna Honda serves the high levels. On Russian Hill, at the highest point, is a reservoir holding 2,500,000 gallons that supplies the district around Telegraph Hill. College Hill, on a spur of Bernal Heights, serves the lower levels. The hills now hold 12,000,000 gallons of water to quench any fire in the valleys below, the largest reservoir being on Twin Peaks.

"We can keep young as long as a new idea doesn't hurt us."

William Feather.

STATE PHOTOGRAPHIC CONTEST

The judges for the State Photographic Contes have been secured. They will be Sigismund Blumen editor of *Camera Craft;* Kathleen Dougan, portrai photographer; and Ralph Young, commercial pho tographer, three outstanding figures in the photo graphic world and representing three differen types of photographic achievement. Remember th closing date is positively August 1st. Send in you photographs today.

JOHANNA E. HEIM, Chairman.

CLUB NOTES

Frances Ipsen writes from White Sulphu Springs: "Mrs. Lidstone, Ethel Maxwell's mother has been spending a few days with us. Jessi Eckles and her little nephew, Ralph Eckles, ar enjoying a vacation here, too."

Josephine Weed sends greetings to all from Van couver, B. C. She writes that her tour of th Northwest has been interesting and enjoyable.

Helen Mahlum sends a card from Haleakala Maui (9,300 feet above sea level), where she ha been having a thrilling vacation. "Sunrise abov the clouds, a wonderful sight. If you want to se this sight, save pennies for it." (Page Mrs Crookston.)

The following letter was received by Isabell E. Banz from Mr. Edmund C. Sliney, Chaplain U. S. A., Alcatraz:

"We are happy to acknowledge your recent con tribution of magazines. These magazines, Mis Banz, were of the highest grade and the men fee that they are deeply indebted to you and your co workers. Please accept their thanks as well as my own for this gift of good reading material."

Ethel Maxwell made a hasty departure for Car mel, Sunday, the 22nd. Callie Bachich likewise th other day for Lake County—and Charlotte McClel land left for Alaska some three weeks ago. He time is up, but where is she? Ida Lord left fo parts unknown in or about Monterey at 5 A. M Friday. Ida Reed is at Echo Lake or wherever i is, and that's positively all the news we know.

"We are accustomed to see men deride wha they do not understand; and snarl at the good an beautiful because it lies beyond their sympathies."

Goethe.

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THURSDAY OPEN HOUSE

Despite the fact that it was the eve of a holiday, uite a number of our members appeared last hursday evening. Our president, Mrs. Riley, and ast president, Miss Lord, were among those pres-nt. There were several tables of bridge and the sual group chatting. Mrs. Brace, who told some ery good fortunes during the evening, brought wo of our newer members, the Misses McKinnon nd Schultz. We hope they will form the Thurs-ay evening habit. The delicious cakes were brought y members (one by Emma Gries). Carita Rogers ad three guests, the Misses Barker, Wood and ecarich, all three being prospective members. Everyone is talking vacation nowadays, either past nd almost forgotten, or in anticipation.

M. F. F.

IMPROMPT-I

Last Sunday, eighteen of us journeyed to Belve-ere—we found an island of gardens. Too bad, wo of our party missed the boat. We had luncheon t the Country Club and the day will ever remain happy memory.

How about taking a little trip to wander (or onder) about "My City Oakland"? Sort-a nosey round, look at their shops, go out to the lake. ave a ride on the launch; dine at the City Club—ant-ter?

Well, Saturday next, July 12th, let's take the hree o'clock Key Route boat; be there five or ten inutes in advance; boats have a way of not aiting.

O. K. See you with the

IMPROMPT-I.

BOOK SECTION

Members of the Book Section who were absent from the June meeting missed a worth-while evening. Some very excellent papers were presented about the late D. H. Lawrence; Mrs. Carmer's presentation of Lawrence and his works was worth coming for alone. Miss Caroline Singleton, a teacher of French literature, the guest of Mrs. Carmer, drew some very interesting comparisons between French and English novels and the novel-reading public of the two peoples.

John Masefield, the newly appointed Poet Laureate of England, will be the subject of the July meeting on July 14th. The following program has been announced:

1. History of the Office of Poet Laureate in England ..... Lilian Elias
2. The Life and Works of Robert Bridges ..... Jean Doub
3. The Life and Works of John Masefield ..... Johanna Heim

JEAN DOUB, Secretary.

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Assistant Vice-President

GURTY'S GARRULITIES

I am happy recipient of a peppy letter from the Business Women's Club of Brockton, Mass., with gratifying comment on this column and detailing activities along the Atlantic. * * "the flivver is the newest addition to our family, her name being 'Arabella,' and she's a model child, being almost no trouble to bring up. Rather large appetite for cold drinks." Sounds as if this were the sister of "Henrietta"—Dockie's joy and pride.

Days of Magic: Col. Griswald of the Postal spins a fairy wheel. Business letter to traverse the globe most instanta! Chief dictates, secretary transcribes; typewriter automatically codes; via cable, radio and air to recipient, where another typewriter decodes; ere original is filed, reply in process. Believe it or not?

Rabid Reed Smoot of Utah takes to the altar. That burd brags of but eight days' vacation in twenty years—no thrill to that record! No wonder he's an irreconcilable! Honeymooning in Honolulu. Aye, aye, some wimmen take to punishment! She'll have a tuff time keeping him from driving a taxi or pickin' sugar cane.

Doleful Zionists, midst worldly tribulations, make pathetic discovery. Three of their number guilty of manipulating gum 'twixt the molars. Their fate is exile! Yes—but—they'll stick together!

San Francisco architect foretells a building future; half the edifice to be stone, the other of shining steel or tin! Score one for the eye-docs!

Madam Schumann-Heink leads 'em all. With seven decades near, she is doing a four-a-day at the Roxy Movie House in New York, with thirty engagements on the horizon. Isn't that dash and tempo? Hope I'll be a follow-through. S'long as the machinery functions—be on the trigger. No back to the hearth—running to seed. Are you wid me?

Census shows births on the decrease, deaths on the increase. Something should be done. There's that Los Angeles Chamber of Commerce — they should take the matter seriously!

The White House displays evolution of bathing swaddle. In that Mauve Era — "thim were the days" of cover-alls; with the 20th century, a wee more daring; prior to the war, the legs and arms were getting a chance; today, all the extremities, the back, the shoulders—to the winds. I wonder of the morrow. The men are a lap in advance—perhaps we may catch up.

Which reminds:

In bygone days, it was the craze
To dress like Mother Hubbard,
But girlies now dress more, I vow,
Like Mother Hubbard's Cupboard.

Penn. Frosh.

Get that—Dass 'al.

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MERELY BIOGRAPHICAL

By May F. Riley

MINNIE DUMAS

Finance Chairman

Miss Dumas became a member of the Club in 1920. After being Reception Chairman under President Clotilde Grunsky and President Ida Lord, she was elected Second Vice-President under President Ida Reed in 1927; during Miss Heim's presidency, Miss Dumas occupied the position of First Vice-President.

When San Francisco was hostess to the California Federation of Business and Professional Women's Clubs in September, 1927, Miss Dumas was Convention Chairman. In that same year, she was chairman of the "Participation Committee," through whose efforts our club rooms were furnished. At the close of 1928, she was named chairman of the Nominating Committee. Following the resignation of Mrs. Goodwin, Miss Dumas was appointed Finance Chairman in April, 1930.

In business life: Corporation Secretary with Norman B. Livermore, of the Pacific Coast Aggregates, Inc.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 | JULY 19, 1930 | No. 29

JUL 18 1930

Weekly Program

July 23—Dramatic Section.
(See Notice.)

July 24—Choral Section, 6:45 P. M.

July 24—Thursday Open House, 8 P. M.

Hostesses

Hazel Ramon

Irene Bock — Ruth Shaw
Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

HIGH SPOTS OF SAN FRANCISCO

By Gertrude Starkweather

Telegraph Hill

Height, 280 feet. Jose Francisco Ortega was the discoverer of Telegraph Hill, when he rode in from Point Lobos. Telegraph Hill was the first object that struck the immigrant's eye. There was a signal house shaped like a pole and resembling a windmill, the arms of which indicated the class of vessel approaching the entrance to the Bay. This signal station was erected in 1849. Clark's Point, at the foot of the hill, had natural advantages as a landing place and Broadway was the first wharf for ships to haul to.

In February, 1849, the first steamer came through the Golden Gate, the first boat of the Pacific Mail. The people flocked to Telegraph Hill and there was great rejoicing that San Francisco was connected by steam with the East.

Later a station was established at Point Lobos, from where a vessel could be observed at a much farther distance, the news signaled to Telegraph Hill, and from there to the town. This use of Telegraph Hill gave it its name. In 1853, there was a telegraph line established from Point Lobos to the Merchants Exchange and Telegraph Hill was abandoned as a signal point.

In 1886, a building was erected on the top, containing a dance hall, bar and restaurant. Sutro extended his car line to the top on Greenwich Street. The down car pulled the up car to the top. A bad accident and lack of patronage caused its abandonment. Finally the building fell to ruins. The North Beach Improvement Club made Pioneer Park on the top, and the Greek residents of San Francisco planned to build a white marble Parthenon on top for 1915. It is the birthplace of thousands of sonnets and paintings. George Sterling lived there through his best years, and the actor Edwin Booth lived there for a time.

Russian Hill

Russian Hill is 340 feet high. There are several stories of the origin of the name. One is that there was a Russian colony living there, who raised vegetables for the Russian seal catchers on Farallone Isands. A second is that there was a Russian burial ground on the slope; and a third is that a Russian sailor, the meanest of all the sailors and the hardest drinker of all at Meiggs Wharf, drank a tremendous amount one night, even for him, and wandered off toward the hill south of the wharf. He did not show up the next day. The day after that the bucket in an old well on the hill would not draw up, and on investigation they found the Russian had fallen in. From then it was called "the Russian's Hill." Luke Fay, who sponsors this version of the name, points out that Bidwell's report of 1841 shows there were no Russian sailors here, and the 1842 census shows no Russians, so it is improbable that the cemetery on the hill was the graveyard of Resanov's sailors. The only other evidence of life was a gallows on the eastern slope.

Russian Hill was crowded with refugees in 1906. Every home had been saved by individual effort. James Hopper tells a story of standing on top of the hill, looking over the devastated city. He thought he heard music, and he did. On the top of Jones Street Hill, in the middle of the street, the only thing standing was a piano, and a man was playing. Hopper could see his hands rise and fall and his body sway. The wind blew the sound away from him, but in a lull in the wind he recognized the music as "Saint-Saens' 'Danse Macabre'

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Single copies..... .05

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Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
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Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ON THURSDAY NIGHT

Are you old enough to remember the song, "Maggie Murphy's Home?" If you are not, I'll paraphrase it for you "annyhow."

On Thursday night
'Tis my delight
And pleasure, don't you see?
With all the girls of the B. and P.
Who work down town with me.
There's card tables in the club rooms
To give the place a tone,
And you're welcome Thursday evenings
At B. P. W.'s home.

You don't have to play bridge, either, if your mind doesn't run in that channel. We serve conversation with the tea and cake and we run little side games of Michigan or what have you. Sometimes a gypsy drops in and gives us a look into the future, and, believe it or not, there is always a man in the cards—you can see him for yourself.

There was only one non-member present Thursday night. Mary Fennig brought Miss McGuire as her guest, and we hope she will come again soon.

There were three quite new members present with the prettiest red dresses you ever saw, and they certainly "brightened up their corner."

Come next Thursday night and get acquainted with some of the charming girls who have joined the club this year. We want them to know YOU.

MARY D. CROOKSTON.

BAY BOAT RIDE, AUGUST 10th

This is a trip everyone will want to take. A marvelous boat ride around San Francisco Bay, close enough to the shore to enjoy all the points of interest. We have secured a boat large enough to accommodate 250 persons, so bring your friends and make up a party. Bring a light lunch, as the Navy Department at Goat Island will serve hot coffee and navy beans. This is an exceptional opportunity, and the committee hopes that everyone will help us to put this special activity over with a bang. Tickets are $2.00 each, which entitle one to a whole day on the bay, including part of your lunch. We leave from Pier 14 at nine o'clock Sunday morning, August 10th, and will dock at the same place between five and six o'clock in the evening. Procure tickets from Helen Doble, Hazeldean Mitchell, Estelle Walker, Belle Banz or Mrs. Burlingame.

CAROLINE BACHICH, Chairman.

that poured over the ruined city like a cascade the notes with their sound of dry bones."

The only Russian thing about the hill is the tea room in the house built by Hanford. Willis Polk, Douglas Tilden, Rollo Peters, Will and Wallace Irwin, and Mrs. Mary Curtis Richards, the portrait painter, are some of the well known who have lived there.

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EVENT JULY 19th-20th

Middletown, Lake County, July 10th.

DEAR EVENTERS:

Have been having a wonderful time. The country p here is perfectly beautiful. While the weather s warm, it is not hot, and there is a cool breeze all he time. The grass is dry, but the trees, shrubs nd vines are a wonderful green. I have never seen more beautiful. Went over part of the route esterday, and feel that everyone is going to enjoy his trip.

Remember, we leave Saturday, July 19th, at one 'clock, from 609 Sutter Street. Wear sports lothes. Those who wish to swim, bring bathing uits. There will be practically no one at the odge except our party over this week-end, so you ay wear beach pajamas, or anything you wish, unday morning. The Lodge is rustic and has a ice veranda, so those who wish to play bridge may o so. Bring your own cards. Photographic Conest enthusiasts, bring your kodaks.

Cheerio!

CAROLINE BACHICH, Chairman.

DRAMATIK DOINGS

The Dramatic Section is all full-up with activies at these meetings, what with reading plays, ttending shows, preparing for a Big Stunt for silomar, and laying plans for a dramatic performnce in the Fall—well, we have short time for other hatter.

Everybody remember this: Monday, November 7th, is an important day for each—you all have n engagement — an IMPORTANT ENGAGEIENT. We are to offer you "A Dramatic Night" nd we are going to be good—do not look quizical — 'cause we'll show you! More later — but ark the date—November 17th.

On Wednesday (had to shift 'cause too much ompetition from the Symphony Night—Tuesday), uly 23rd, we will enjoy Belasco's production, 'It's a Wise Child," and if you want to come long with us and have a Big Laff, you are welome. Price, 75 cents. Get in touch with me MMEDIATELY.

GERTRUDE D. TUBBS, Chairman.

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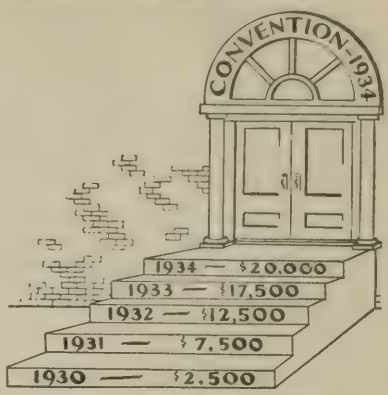

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ISABELLE E. BANZ, Deputy Chairman.

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Assistant Vice-President

GURTY'S GARRULITIES

My word—I say! When it comes to censuring, the Deah Britisher "knows how." Our popular "Green Pastures" (play of the moment in N. Y.) gets the English "big stick." We read it—found it the negro's expression of the spiritual thought of life. They read it—found it offensive to the reverence for things sacred. All in the specs you wear!

Here 'tis: Propaganda by the Movie Magnates decrying Daylight Savings. All manner of woe thrown on the screen, 'less we lag behind the big cities of today and kill that "Daylight Savings." One would think it forever, rather than but four months a year. It prevailed during the war; it flourishes in the East today—and the woes languish.

The dear Pacific T. & T. makes weep-ie. Since it started charging higher rates for its service (tears plus tears), it makes less money. Isn't that a pathet-i-cism! Who's preventing the return to former usury?

In the new apportionment, California to inherit nine additional Representatives, totaling twenty for our side! We take on importance! More and more wind-bags—how about results? You can lead a man to Congress (easy), but try to make him act!

Rumors of divorce will float o'er Mary and Doug—isn't that just another fairy tale gone haywire! For ten years or more they have been in the vision as "the ideal couple" and I had so hoped they would stay "put." Suppose Doug has found "the only woman who understands" (piffle-piffle) and Mary will get one of those Paris decrees (French leave).

Goodness—how annoying! Pompous, plump, ponderous Queen Mary guilty of a puff and found out! Keeps me awake thinking it over! In the same puff, I see the State of Oregon has gone fool-minded. On the ballot this Fall will appear measure prohibiting fags therein. Hoop-de-doo—what's one little law more or less among a million?

They invaded us—yeppy! Pajamas sneaked in on us. Three damsels longed for comfort, so they said (I'd call it notoriety) and adown our main street they pranced. Everybody took-a-yap (me, too). Cretonne-like creations resembling Walking Totem Poles!

"If we could see ourselves
As others see us,
We'd swear that what they see
Just really cannot be us!"—*Ex.*

Hoity-Toity—Dass'al.

ACCOUNTING CLUB

The regular monthly meeting of the Accounting Problem Club, to which those members of our Club who are interested are invited, will be held on Wednesday, July 30th, at apartment 705 of Mrs. Ada Brace, Fielding Hotel.

M. C. Brown, Secretary.

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CLUB NOTES

The heartfelt sympathy of the membership is extended to Charlotte MacCuaig in the death of her brother.

Everyone is happy to see Mrs. Burlingame back at her desk after a two weeks' vacation at Los Gatos. A very good way to be thoroughly appreciated is to absent oneself for a time. That's why we have vacations in this unappreciative world.

We hear from Agnes Duffy that, although she has closed her down-town shop, she is now conducting a millinery business at her home, 782 Twenty-third Avenue; telephone SK yline 9120.

Latest reports indicate that Mary Sexton will soon be with us again after a two months' visit with her daughter in Seattle.

Mrs. Jene Bishop is sufficiently recovered that she has been able to leave the hospital. For the present she is staying with friends and we understand that she will be very glad to receive callers.

Charlotte McClelland has returned from Alaska and she will receive a warm welcome from the editorial staff. Isn't it nice to have all these wanderers turning their faces homeward again?

Don't forget, good citizens, that the last date for registration is July 26th, if you wish to vote at the next election.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

JUL 25 1930

Vol. 7 JULY 26, 1930 No. 30

Weekly Program

July 28—Civic Section, 7:30 P. M.

July 29—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street,
SPEAKER: Mr. Harold J. Boyd.
SUBJECT: The Problem of the Ex-Service Man.

July 31—Choral Section, 6:45 P. M.

July 31—Thursday Open House, 8 P. M.

Hostesses
Mary Fennig
Lillian Howie — Lily Tufts
Mildred Adams — Elsie Miller

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Mr. Harold J. Boyd will be the speaker at the inner of July 29th instead of on July 15th as previously announced. Mr. Boyd, who is Past County Commander of the Veterans of Foreign Wars, has een foreign service. He is a brilliant young man, ready speaker, and his talk will be both edifying nd entertaining.

PIRATES ARE PEOPLE

By Ethel L. Maxwell

On Tuesday evening, July 15th, the Club had the leasure of entertaining the Reverend John Lake, f Tai-Kam, China, at dinner, and considering that his is the vacation period and that a large number f the members are in the country, the attendance vas more than good. And we certainly were well epaid, as Dr. Lake is a fine, enthusiastic speaker n the subject which lies very near his heart, the irate island in the southeast China Sea, which he as made over into an asylum for lepers. Tai-Kam, hree miles long, was purchased from a Chinese ishing company for $5,000, which was given to Dr. Lake for that purpose by his very good friend Dr. Wu Ting Fang out of his own pocket.

Dr. Lake in the course of his talk told us much of the district in south China in which he has been working for thirty years. Canton is the largest city in south China, and if the surrounding towns and villages were counted in, as has been done in Los Angeles, would be the largest city in all China, with a population of probably three million people. Southwest of Canton is a district about five counties in size and with a population of approximately ten million people. Of the forty thousand Chinese in the United States, nearly all are from this district or descended from people born there, and in the district today are twenty to thirty thousand lepers.

Dr. Lake was assigned a government gunboat to visit the pirate islands in a search for one suitable for the leper hospital. Tai-Kam was chosen. It is beautifully wooded with thousands of small trees and many large ones, springs all over the island and plenty of grass for fuel. It is administered entirely by Chinese, a board of control consisting of thirty Chinese gentlemen, government officials, professional and business men. With the $250,000 recently appropriated by the Chinese government, provincial governments and the city of Canton, and the million-dollar endowment fund Dr. Lake is raising in America, the hospital will be firmly established and can extend its health-giving aid to the thousands of lepers who will doubtless come from all parts of China when there are buildings enough to house them.

IMPORTANT NOTICE TO MEMBERS

Article XII, Section 3 of the By-Laws reads as follows:

"Delegates to any Federation of which the Club may become a member shall be nominated by ballot at a regular business meeting one month prior to the convening of the Federation, elected by ballot within two weeks thereafter. If notice of said meeting does not come in sufficient time to nominate and elect such delegates as herein provided, delegates may be nominated and elected at the earliest possible time after receiving such notice. The president of the Club, by virtue of her office, shall be a delegate to any Federation or Convention at which the Club shall be represented."

Therefore, at the business meeting on August 5th, we shall nominate delegates to the Convention of the California Federation of Business and Professional Women's Clubs, Inc., to be held at Asilomar, September 4th, 5th and 6th—and *elect* delegates on August 19th.

Jean E. Kerrison, Secretary.

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SLOGANS WANTED!

This paragraph is just a reminder that the time limit for the slogans is up on August 1st. When all the clubs at the convention take part in this contest, we should do credit to our San Francisco. So please send your efforts in, of short phrases that represent to you the individuality of our Club or our home town.

LYDIA FLOAN.

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BOAT RIDE AUGUST 10TH

Only two weeks left before our boat ride arou San Francisco Bay. Have you your ticket? Ma up your party and come along for a cruise arou this beautiful bay, seeing the points of intere along the shore from Marin County to San Mat County, also Goat Island, where we will have lun Bring a light lunch, as we will supply hot coff and navy beans. The committee feels that t price of $2.00 per person is exceptionally low, co sidering the fact that the price quoted by the reg lar cruising companies is $5.00 per person for t trip alone. The boat is large, so there will be roo for all.

Get tickets from Helen Doble, Hazelde Mitchell, Estelle Walker, Belle Banz and Mr Burlingame.

CAROLINE BACHICH, Chairman.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

This is such a happy, exciting time! Someon has just gone, is just going, or has just returne from somewhere. Here are some of the presen wanderers:

Mrs. Nell W. Palmer left on Saturday, the 19t for a motor trip to Mount Rainier.

Dr. Rae Morrow, our cordial hostess, has bee missed for several weeks. She has been sojournin at Forest Lodge, Plumas County, and will be hom again on the 24th.

Mrs. Ceil D. Hamilton (better known to most o us as Mrs. W. B.) left a couple of weeks ago, vi the Panama Canal, for Havre, France. Not feelin in the best of health, Mrs. Hamilton elected t travel by a slow boat which will take about twenty eight days to reach Havre. Her itinerary includes six weeks' tour of France, Italy, Switzerland, Ger many, Holland and England. Flying back fro London to Paris, she will remain there a month and it is possible that she will also spend a mont in Italy. So it will be four or five months befor we can hope to see her again. We wish her "God speed."

Miss Margaret Sutherland (you remember it wa she who gave us that very lovely, useful and muc appreciated mirror for our hat and coat close door) left on the 16th for a three weeks' stay a Fallen Leaf Lodge, Lake Tahoe.

Mrs. Eva Smith Hackett, whom we do not se nearly as often as we would like, has just returne from a southern motor trip.

Miss Della Lynn has been home only three week from a protracted journey abroad. We were de lighted to have her with us at dinner on the 15th We had hoped to hear something about her won derful trip, but Miss Lynn slipped away too soon

The dinner meeting on Tuesday, the 15th, was jolly affair with a splendid attendance. We noticed the following members and guests: Mrs. Merle C Curington with Miss Sharp of Chicago; Dr. Susan Harris Hamilton with Miss Hoover, office manager

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race Perego Realty Co.; Miss Olive McEwen with e Misses Henrietta Gloff, Nellie Rowan, Edna ronin, all of the Santa Fe Railway Co., and Miss lna Arthur, who is connected with Dr. Victor's edical Laboratory; Mrs. Daisy Prechtel with Mrs. gnes (Pat) Livingston, vice-president of the roptimist Club and affiliated with Strauss & Co., ain exporters; Mrs. Lucia Steidel with Mrs. Maud nmmer; Miss Margaret Sutherland with Mrs. ewart.

We were also delighted to have with us Dr. C. arnett Crocker; Miss Lotta C. Dempsey, a news- per correspondent, of Edmonton, Alberta, Can- la; Miss Mae G. Robson, late chairman of the egislative Committee of the California Federation B. and P. W. C., and Miss Post, both of Bur- nk, California.

We have missed Mrs. Mabel T. Johnson from ub activities for a number of months, but we ve a letter from her explaining that exceedingly sy months at the office and the management of r personal affairs are responsible for her absence. fter a residence of eight years at the Fairmont otel, she has moved into one of her own houses 1631 Channing Way, Berkeley (please note in oster), but hopes to resume activities with us ithin a short time. Mrs. Johnson expects to be ttled in her new home after July 20th, and will elcome any members of the Club who may care to ll on her. She sends her love to you all.

Haven't you noticed how much homier it seems w in our club rooms since our gracious and effi- ent executive secretary, Mrs. Burlingame, sits at r desk again and greets you smilingly? There!

NORTHERN DISTRICT MEETING

A letter has been received from the Palo Alto club extending to the members of our Club an invitation to a luncheon on Sunday, July 27th, in the gardens of Miss Harker's School at Palo Alto. This luncheon is the occasion of the fourth quarterly meeting of the Northern District. Luncheon will follow the business meeting and will be followed by a program. Please make reservations immediately with Mrs. Burlingame.

The order of the day will be: Board meeting, 9:30; Round Table discussion, 10:30; Business meeting, 11:30; Luncheon, one o'clock.

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GURTY'S GARRULITIES

Male Vanity takes a crimp. Via camouflage of flattery, glib wise-guys fleece "big business" men; promise puffy biographies and chesty photos in the newsies, when figuring in press dispatches. Fail to make good. If the dear boys had tried matrimony or bigamy or scandal—the Front Page would have been all theirs!

Marriage Market in Europe speeded up. Germany joins countries levying heavy tax on the "poor bach." Man will no longer marry for "better or worse"; he takes on for "more or less."

Noble House of Lords turns us down by four wee votes. Royal females seek to officially exist in Parliament, but hope deferred. They'll get there, shortly! See in Berkeley, First Woman Editor to run the U. C. Daily? And, August 26th, Symphony will be conducted by a Woman—First Time in our country!!

Modern Magic! England gets the first television broadcast; sees players and hears voices. New culture in the cradle. Soon, a theatre in every home; the stage a cabinet; the screen, a curtain! Is nothing impossible these days?

Back to the Salt Scale—with or without! Digest offers consequences pro and con. Each dash of the little white devils is a coffin nail. Farewell! I'm on my salty way!

Note you the rage of miniature golf courses—quite a driving idea. That Hollywood boasts of over 1,500. At Monte Rio, over the Fourth of July week-end, they were putting (or petting) at midnight! Even the dance-hounds were intrigued . . . Lawn checkers another sport making debut. Pieces of light wood are shoved about by a long stick, over a concrete checker board. All have the urge to hit: Polo, tennis, golf, et al.

Making $35,000—per diem, not so bad—eh? Local Mint now coining $10,000 in dimes and $25,000 in quarters each day. Ah, that one day's output were my inheritance!

Forgive my fetish—I must prattle San Francisco. When you read of prostrations, heat waves, cloudbursts—aren't you thrilled you abide here? Are we not privileged in being so comfortable? Don't-cher want-ta sing:

Listen to our slogan now,
"It's cool in San Francisco";
Breezes from the ocean make
"It cool in San Francisco."
We are peppy, we are spry,
Day by day, amplify;
When all 'round it's swelt'ring hot,
"It's cool in San Francisco!"

Fined: 25c—for talking climate—Dass'al!

ENDOWMENT FUND

$20,000 by 1934

Last call for 1930 contribution. July 31, 1930, closing date.

ISABELLE E. BANZ, Deputy Chairman.

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WHILE THE KETTLE BOILS

Fortune telling and bridge shared the interest those present at the Thursday evening Open Hou Ada Brace graciously read the cards at one tal to an ever-increasing number of "seekers after t truth," who were variously promised love, hi bands (are they necessarily synonymous?) a money—in greater or less degree. At another tab bridge was soon neglected while Mrs. Karoline Murray of Visalia, Rita Murray's mother, read t cards. We are very glad to have Mrs. Murray wi us again.

We enjoyed having with us two guests fro other Business and Professional Women's Clubs Mrs. M. A. Clonts of Yuma, Arizona, guest of Ru Shaw, and Mrs. Helen Belvere from St. Louis, w plans to make San Francisco her home.

We were glad also to welcome Mrs. Charl Ertola, guest of Mrs. Wise, and Miss Emilie Peaslee, guest of Edith Floyd.

Although, due to the vacation period, the Op House attendance in summer is comparatively sma it is a splendid opportunity for those who do con to get better acquainted, and we hope new membe will make it a point to drop in Thursday evening

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SPECIAL COLLECTIO

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 AUGUST 2, 1930 No. 31

Weekly Program

August 5—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.

BUSINESS MEETING.

August 7—Choral Section, 6:45 P. M.

August 7—Thursday Open House, 8 P. M.

Hostesses

Alice Kennedy
Betty Walton Almyra Duffey
Grayce Dempsey Amanda Heuerman

August 10—BAY BOAT TRIP.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

BOAT RIDE, SUNDAY, AUGUST 10TH

Have you ever cruised around San Francisco Bay and watched all the small yachts leaning way over with their booms dipping in the water? It is a wonderful sight; and we will be privileged to watch these lovely little bubble boats bobbing around, from our large, comfortable launch, as we cruise up towards San Pablo Bay, where practically all boats sail on Sundays. Bring your friends, make up an old-fashioned picnic party and enjoy this beauty with us on Sunday, August 10th. We will leave Pier 14 at nine o'clock in the morning and cruise up around the northern part of the Bay, landing at Goat Island for lunch, where Uncle Sam will serve coffee and navy beans in the mess hall. Those who went on the Boat Ride a few years ago will want to go again to taste those delicious beans. Bring a light lunch for variety.

After lunch you may visit around the Island until about three o'clock, when we will again embark and go south towards San Mateo, returning to Pier 14 between five and six o'clock, in time for your evening engagements.

As this is a very special event, come along and help us sell every ticket. Get tickets from Hazeldean Mitchell, Helen Doble, Estelle Walker, Belle Banz and Mrs. Burlingame. Price only $2.00 each, including coffee and beans.

CAROLINE BACHICH, Chairman.

ENDOWMENT FUND

$20,000 by 1934

Last call for 1930 contributions. The closing date has been extended to August 10, 1930. Let's make it unanimous!

ISABELLE E. BANZ,
Deputy Chairman.

CLEAR LAKE

By ISABELLE E. BANZ

With many envious onlookers, our big Greyhound bus rolled away on Saturday, the 12th, for a week-end trip. We crossed the Bay on the Golden Gate Ferry to Berkeley; the water was choppy, with a good stiff breeze. Over the Carquinez Bridge and up through the beautiful Napa Valley to Calistoga, where we had a surprise—Dr. Goss treated us all to ice cream. We made but few stops, only to cool the radiator, anxious to get to our destination. It was quite warm—we kept on climbing Mt. St. Helena, with a wonderful view from all sides. We then dropped down to the Highland Lodge, which is surrounded by a land of scenic grandeur, situated about one mile from Clear Lake. We were received by Mr. Jack La Brea of the Highland Lodge and, after being shown to comfortable quarters, some in rustic cabins and some in the rustic Lodge, we had our dinner. We then reclined on the porch of the Lodge, from which we had a wonderful view of the sunset on Clear Lake, which is the largest and most beautiful body of fresh water in the State, being 28 miles long and 9 miles wide in places, with an elevation of 1,350 feet above the sea. It is in the heart of that now famous vacation land known as "The Switzerland of America."

On Sunday morning some of the early risers went in swimming and after breakfast we went for a ride to Austin's, on Clear Lake; there we separated, a few of the party staying ashore, some going in a launch and others in a speed boat for a two-hour ride. Mt. Konocti, tallest of the mountain peaks, towers above over ninety miles of shore line around Clear Lake, with hundreds of picturesque coves, bays and bathing beaches indenting the lake's border. A variety of birds was

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
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Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

seen, viz.: cranes, herons, divers and seagulls. It was a delightful morning. The afternoon was spent on our homeward journey around the lake, via Hopland and Ukiah, where once again we had a lovely ice cream treat from Mrs. Mary Solari. Then onward to the Hotel Petaluma, where we had dinner. The trip was well planned and everybody had a good time; arriving at our destination, it was pronounced the end of a perfect week-end.

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HIGH SPOTS OF SAN FRANCISCO

By Gertrude Starkweather

Rincon Hill

Ninety-five feet high. Rincon is Spanish for corner. First it was a favorite picnic ground of Yerba Buena days; then a fashionable residence district where gardens surrounded the homes of wealth; then graded until one can now scarcely find its boundaries. It was once the most cultured, most pretentious and most highly favored residential district of San Francisco. Upon and around Rincon Hill were grouped artistically beautiful gardens and proud homes of the Ralstons, Peter Burnetts, Folsoms, Shermans, Hastings, Shafters, Talbots, Donahues, and others prominent in affairs of state, in business, in civic life, in the professions.

Union College, at Second and Bryant, was a classic seat of learning for the fortunate youth of Rincon Hill. The people who lived there were people of refinement and attainment. Second Street was in its glory then as "the" shopping street and approach to Rincon Hill and South Park. When rumors of cutting Second Street through Rincon Hill materialized into legislation, an exodus began. Work was begun in 1869. Finally the great fire of 1906 completed the desolation of San Francisco's choicest "Mayfair" of three generations ago.

Here in the late '70's Charles Warren Stoddard "set up his tabernacle in the ruins of a house, which even then 'stood upon the order of its going'." Here, one day, to the modest side door, which had become the front door because the rest of the building was gone, came a "lean, lithe stranger. I knew him for a poet and a romancer. His name was Robert Louis Stevenson."

TO ALASKA AND RETURN

How would you like to go to Alaska? This is not the next event, nor is it a joke. It is a real invitation to join the crowd in a trip to Alaska on Thursday evening, August 7th, at eight o'clock. The party starts from the club rooms. No baggage allowed. You won't need any.

The trip is to be personally conducted by Mrs. Charlotte McClelland, and where could we find a better conductor, for she has just returned from the land of snow and glaciers, '98ers and gold? She will take us over the route she followed and make it truly realistic with motion pictures. Those who wish to play bridge as usual will have an opportunity after Mrs. McClelland's talk. And of course tea will follow.

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IMPROMPT-I

Walking through the Park! Ever so often we ıust go over that favorite course, off the highway, ver by-paths, around the lakes and wandering ırough Lovers' Lane. The old rendezvous, Tenth venue and Fulton (end of the Geary "A" line), t 9:20, August 3rd. Be prompt—we start on time, better plan 9:15, so as not to get left. Breakast at the Chalet!

Come on, jog along with us. We are a year old ow—and going strong! Join the caravan of that

IMPROMPT-I.

CLUB NOTES

By CHARLOTTE MCCLELLAND

You will all rejoice to hear that Miss Jennie loyle has regained her health. She and her sister, gnes, motored to Seattle to drive down with Mrs. lary Sexton, who is now at home. It will be good see these members again.

Mrs. May Riley's son, Paul, was operated upon n July 23rd for appendicitis. It is gratifying to eport that he is doing splendidly. The thoughts nd sympathy of her friends have been with Mrs. iley in these days of anxiety.

Our library is steadily growing. Miss Jean Kerson presented us with "Jalna," by Mazo de la oche.

The announcement of the marriage of Mrs. Lou illa Williams to Mr. Frank LeRoy Payne, on Friay, July 18th, at Hollywood, has just been reeived. Miss Eleanor Smith was married on Sunday Chief Officer Elmer G. Abbott of the Panama Iail liner *El Salvador*. The Club's heartiest conratulations are extended to both these couples.

Mrs. Jessy Scott paid us a visit and joined the)ramatic Section's dinner and theater party on he 23rd.

Miss Virginia Merrill and Miss Vestina Smith ere always "bumping into each other" in Yosemte Valley, where they both spent their vacations. Jo casualties reported. Miss Tufts has recently eturned from a delightful visit with her mother n Salt Lake City.

And we are not the only ones who are doing it. Just peruse this list of visitors to our club rooms: Helen Mae Reed, Helen Beck and Anavard Penington of Jerome, Arizona; Cecile Mamkowske, St. Louis, Mo.; Sadie Cottingham, Rayville, La.; Donna St. Adams and Reina F. Adams, Milford, Mass.; Lucile R. Ambler, Natick, Mass.; Mrs. E. J. McDermott and Miss Marjorie McDermott, Phoenix, Arizona; Louise Abrams and Emily Moltzner, Portland, Oregon.

Frances Ipsen writes from White Sulphur Springs: "Miss Mary Meehan, who enjoys studying bird and plant life, is spending a month's vacation at White Sulphur Springs, where she has ample opportunity to follow these interesting pursuits."

Miss Irene Bryan was a visitor in the club rooms and was looking splendid.

Now please get our your little Roster and make the following changes:

Mrs. L. T. Dickinson, 2510 Van Ness Avenue.
Miss Helen Hoyt, 3827 California Street.
Miss Helen O'Connor, 1644 Clay Street.
Mrs. Jessy Scott, 880 Bush Street.
And then add these new members:
Miss Clara Brown, 2330 Larkin Street.
Mrs. Hazel Dominick, 520 Taylor Street.
Mrs. Marie Furst, 2545 Lyon Street.
Miss Naomi Harris, 1246 Twelfth Avenue.
Miss Harriett Hartford, 1596 Fulton Street.
Mrs. Eulalia B. Howard, 1346 Pine Street.
Miss Elsie Maclaren, 2258 Twenty-sixth Avenue.
Mrs. Lola Stillman, 2655 Polk Street.
Mrs. Emma W. Maland, 769 Page Street.

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GURTY'S GARRULITIES

Money's tight; business, yow-yow; YET! A Symphony Concert in the "good old summer-time" when vacations are prevalent, commands an audience past the 7,000 mark; AND, at the Curran, "It's a Wise Child" can draw a full house! How Kum!!

Our President (not May) appears to have throttled the Senate and flattened Hirum! "Little Herbie" had his own way in the finals. Queer reaction—he fails to thrill; one admires, boosts, appreciates; but—somehow he registers BLAH!

Have you taken a squint at the new bantam buzz car? Wee American Austin, the tiniest ever; my shoulder looms above, as I stand alongside. Yet this cutie wagon accommodates a six-footer in comfort. Gives forty miles to a gallon! More and more's the competition to the pedestrian.

Of all the crazies: Tree Sitting. Feature lads roosting in the tall timbers for hours, for days—perhaps by now, for a week! Even a Tabby got the bug; pampered feline of Presidio Terrace remains "in high" for sixty hours! What's the next goofy notion?

Statistics stagger and leave no dent! Al Smith erecting building on the old Waldorf Astoria site to have 102 stories (I'm in a ditter at the 20th); New York using 1,300,000,000 gallons of water per day during heat wave (sounds like the whole Atlantic); Wide-eyed!

Add to your vocab: We have physicians, dieticians, morticians and now nupticians — sounds flossy! When he's "axt'd" you, flit to a nuptician; she will do the necessary for you; the gown, the formalities—every detail ultra correct, right up to "I will" (she might do that, too, lest you keep the eagle eye alert)!

Another for the Carrot! Outside of insuring clear skins, good digestion and other what-have-you's, ugly little vegetable promises even teeth, white teeth and a dental taboo! Info a bit late for owners of the store variety.

We ranked in the Editorial Column of the Dailies this week—we B. P. W. C. We got *IT*—Intelligence! 'Cause we are to visit Goat Island and permit the Navy to feed us Beans and Coffee—the *Examiner* declares us Brainy! Now we must go strong on August 10th, to live up to that reputation.

D'yer ever hear two males yapping golf? One spouts of *his* drives, *his* shots, while the other rarin' to edge in with *his* game, *his* putts—neither hears a word of the other's prowess. Now for greater suffrance: The pee-wee golfers pop up—and they drive on into the middle of the night!

Alas, Golf depreciates above par!

Fore—Dass 'al.

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ECHOES FROM N. E. L. A.

(Editor's Note: A letter has been received at the club rooms from the National Electric Light Association, New York, which will be of interest to our membership. It is addressed to Miss Kerrison as secretary, and reads as follows:)

Dear Miss Kerrison:

Thank you for your letter of July 1st.

Won't you convey to Mrs. Riley and the other members of the San Francisco Business and Professional Women's Club the appreciation of the Women's Committee for the opportunity to meet with you? Every one of our people who attended the meeting enjoyed it completely and I do think it proved of value to both groups.

The copy of The Business Woman is received. Have you 35 extra copies of this issue which you might have for distribution to all members of the Women's Committee?

With best wishes, I am

Sincerely,

(Signed) Isabell Davie, Secretary,
Women's Committee

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ST. HELENA, CALIF.

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 AUGUST 9, 1930 No. 32

Weekly Program

August 10—BAY BOAT TRIP.

August 11—Book Section, 7:30 P. M.

August 12—Dramatic Section, 7:30 P. M., Club Rooms.

August 14—Choral Section, 6:45 P. M.

August 14—Thursday Open House, 8 P. M.

Hostesses

Sylvia Kempton
Irene Foster — Virginia Merrill
Cornelia Seeley — Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

BOAT RIDE—AUGUST 10TH

Last call! Sunday is the Big Boat Ride around San Francisco Bay. Are you coming with us? The weather man says we will have good weather; the boat man says we will have a good boat, and the committee promises you a good time. The price is reasonable, only $2.00 per person for a trip ALL around San Francisco Bay, and a full day's pleasure, including part of your lunch. You know, this is a special trip, and we want to make as much as we can for the Club. The percentage of profit is small, so the more who come, the larger our profit.

We leave from Pier 14 at nine o'clock a. m., returning to the same place about six o'clock p. m., in time for your evening engagements.

If not convenient to call, telephone your order to Mrs. Burlingame, PR ospect 8347.

CAROLINE BACHICH, Chairman.

THE EX-SERVICE MAN

By JOHANNA E. HEIM

Those who were present at the dinner meeting last Tuesday evening were told in a most earnest and sincere way of the problems that confront the ex-service man, the man who gave up everything to fight for his country, and whose sacrifice is now overlooked and forgotten by so many of our patriotic citizens.

Mr. Harold J. Boyd, Past County Commander of the Veterans of Foreign Wars, was introduced to the members by Vice-President Ethel Maxwell, in the absence of President May Riley.

The average non-thinking, non-veteran, believes that veterans' organizations are formed for the purpose of self-glorification, for elevating comrades to public office, and for making raids on the public treasury; whereas, in reality, they are dedicated to the principles, purposes and problems of peace. The inspiration of patriotism in school children and others is fostered by veterans' organizations.

They aim for betterment in working conditions, and for lawful means to bring about a degree of assurance that they will be permitted to work. They have been called selfish in their motives. "Perhaps they are selfish today," said Mr. Boyd, "but they cannot plead guilty to being selfish in the years of 1917, 1918 and 1919, when they sacrificed everything because the people demanded it."

Today the average good citizen evades fighting for his country in peace time by refusing to go into politics, by getting out of jury duty whenever possible, and yet expects the country to be well governed and well managed. Today ideals held aloft during the World War are forgotten, and the people of America know nothing and care less about the government of America. The tax-payers thirty years from now will be paying for the mistakes of today.

Service to the nation in time of war is the first duty of the American citizen, but the citizen also owes a duty to the nation in time of peace. This is the fundamental of the veteran's creed. The doctrine of the ex-service man is "We had a war-time duty—the people have a peace-time duty."

It was a very forceful and interesting message, and we feel grateful to Mr. Boyd for talking to us.

WALPOLE FOR AUGUST

A different and, I am sure, a very delightful program is offered the members of the Book Section for the meeting of August 11th.

Miss Florence Lutz, lecturer and reader, will speak on Hugh Walpole and his work, and particularly will give a review of "Rogue Herries," Walpole's latest book.

Miss Lutz was formerly an instructor in the American Academy of Dramatic Art, New York

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Second Vice-President .....Mary H. Baker
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City; Dean of the School of Expression, Boston, Mass.; and Assistant Professor of Oral Interpretation at the University of California.

Our own Ethel Maxwell will speak on an American author.

Our Chairman, Mrs. Carmer, has prepared this program for us, and I hope that (although this is vacation time) the meeting may be well attended.

JEAN DOUB,
Secretary, Book Section.

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NORTHERN DISTRICT MEETING

By GERTRUDE TUBBS

A meeting of the Northern District was held a Palo Alto on July 27th, with San Mateo, Burlingame and Palo Alto as hostesses.

San Francisco was in gloomy mood that Sunday morn, hence 'twas a joy to be greeted by gay and sunny Palo Alto. The fourth quarterly meeting of the Northern District held forth in the rapturous environment of Miss Harker's School, and many an "oh" and "ah" wafted on the air as we nosed around. Some "cheated" and strolled rather than give heed to the seriousness of business. Let me confess, the peach trees were too much for my honesty; when no eye was near I "swiped" and devoured!

The business meeting partook of usual routine work; reports by chairmen of committees, etc. Nominating Committee made recommendation for officers, and by unanimous vote, the following officers were elected for the District for the ensuing year:

President, Miss Marie A. Green (Colusa); Vice-President-at-Large, Miss Jeannette E. Doub (San Francisco); Treasurer, Miss Anne Duffy (Sacramento); Secretary, Miss E. Jane Frye (Stockton); Auditor, Miss Amy Boynton (Lodi).

The Northern District went on record as unanimously endorsing the re-election of our Ida Reed as State President of the Federation for the next year. Three cheers for Ida!

Plans, costumes, business, events, good times, etc., for Asilomar were discussed, but the most important "new business" was the "huge" fine collected from "that Margaret Mary," who would chit-chat "climate."

Into the outdoors we went and, within a glorious circle, sheltered and overhung with trees, were chummy little tables for four scattered about. Tempting morsels made a gabby-fest; jam from the "estate" of the Palo Alto Club tasted "more-ish"; and coffee—for the gods! Music, recital, dance followed, and everything possible was done to make the day delightful and unusual—even the mosquitoes did their bit(e)!

"ADA MARGARET BRAYTON ENDOWMENT FUND"

We are receiving remittances up to September 1, 1930, for those who have not paid. These will be announced in a supplemental report at the Convention.

ADA H. BRACE, Chairman,
ISABELLE E. BANZ, Deputy Chairman.

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THE VALUE OF REPETITION

Such was the sentiment which was indelibly impressed on my mind after spending a delightful Thursday evening at our Open House. While the appeal is to pleasure, the companionable atmosphere of the evening in general had an alluring and engaging way of offering many delightful 'sprises for us fortunates.

A veritable treat was in store for us. Those tempting cookies donated by our own beloved Mrs. O'Brien; delicious cookies which just melted in your mouth, were also donated by Miss Blackmar, of Mary Eleanor's fame; fudge cake, and then another assortment of small cakes, made us forget that the word "calories" ever existed. Why, even the tea had a tang to it which was different, and were you not impressed with the perfect ease which Mary Fennig possessed at pouring tea? Rae Morrow was just like a delightful spring breeze, too, after having just returned from a three weeks' sojourn to the mountains.

It was quite natural to see the two Idas, in their foursome, playing their usual scientific game of bridge, under the supervision of Mary Baker. The proverbial charm of Ada Brace greeting each and every one of us with her gracious smile. I was also attracted with Ruth Shaw's charming friends, Mrs. Gertrude Fellows and Mrs. E. R. Staddel, who had already begun their game of bridge very early in the evening, and on my departure were still playing. Have been wondering ever since if they were intrigued with an endurance test. It was a pleasure to greet our two newer members again, the Misses McKennon and Schultz. We look forward to their becoming "regulars."

After all, I am quite sure there were several phrases that were bound to stick in the memory of every one of us when we departed for the evening, which will later aid in creating the desire to come again. The one phrase in particular which is uppermost is to rekindle the spark of delightful companionship made possible through the untiring efforts of our charming hostesses.

B. P. S.

DRAMATIX!

The last meeting of the Dramatic Section was held at the Curran Theatre, and was a "howling" success. The play ("It's a Wise Child") gave us a very happy evening. There were forty-one of us—we occupied the entire first row of the gallery —leaving but one unoccupied seat.

Next meeting will be at the Club rooms on Tuesday, August 12th, at which time our "Stunt" plans will be perfected, and more details discussed for our Big Night. Remember, always, November 17— Community Theatre, Western Women's Club— DRAMATIC SECTION WILL ACT! And how!

GERTRUDE D. TUBBS, Chairman.

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GURTY'S GARRULITIES

The Old Brown Derby again! New altitude record made from the Oakland Airport, by a tiny two-cylinder plane, the aviator flying under the Little Brown Derby! Must-a made a funny picture!

Marriage business feels prevailing slump. Numbers decline in our city, our State; even Merrie England (aside from male scarcity) discloses that woman feels the urge for independence, and the freer, easier life. Where there's single bliss, why the double folly?

Here, midst the sun-bugs with their coats of tan, comes the *Literary Digest* discounting the value of the fad. If you be a "heliophobe," you're out-ta luck; you should take to shady ways!

History a ditto: North vs. South. Southern California wants but thirteen of the twenty coming to California under the re-apportionment! Generous guys! The North better keep the eye peeled —they get away with miracles, "down south!"

Inconsistency not always feminine. Yapping for daylight savings to stretch the day; on t'other hand, going in for night sports with a vim! L. A. baseball at night—to 13,000; day game but 1,800. Talk going on about night tennis! Fore long we'll need that "Spanish Siesta" to prepare us for the Big Night Life!

We boast 1,184 eateries; no matter what—"a man must eat." The way we wedge in some of these fooderies, one would fancy a shortage. Oft ponder my predicament, should I spread an inch or two! Perhaps take a jab at the neighbor's plate!

Males at the University of Illy grow formal and fussy. Wouldn't think of murmuring to a co-ed, much less dance, without a proper "knock-down" by the authorized committee! Yeah! They should come West for education!

The way of a hat. While ago flappers cocked their chapeaux on the back of the cranium—how dumb they looked! Decree from hat-land fixes the newer hats at an angle from three to five inches from the eyebrows! Some burd will hop alongside: "Madam, you are losing the beanie."

Quiz: "What iss un ego-tist?"

"He (she) who *will* talk about himself, when you are crazy to be talking about yourself."

So long—Dass'al. —*Newsletter.*

NOTICE—BOOK SECTION

I desire to call the attention of the members of the Club to the fact that the Book Section has purchased for the Library three new books, as follows: "Books as Windows," by May L. Becker; "A Room of One's Own," by Virginia Woolf; "Poems," by John Masefield.

These books are for the use of the members of the Club, and can be obtained from Mrs. Burlingame.

JEAN DOUB,
Secretary, Book Section.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Carita Rogers started her vacation of two weeks on the second.

Mrs. Bertha Stalder brought two guests to the Club rooms this week, the Misses Price of Chicago, who are affiliated with a Business and Professional Women's Club of that city.

We are glad to report that Mrs. May Riley's son, Paul, was able to be taken home Wednesday, and is progressing famously.

Miss Minnie Dumas will spend her vacation in the mountains above Fresno. She is flying down.

Fresno seems to be enjoying some popularity. Miss Viola Hawke is there on vacation.

Mrs. Alberta Dozier had her sister, Mrs. Smith, as her dinner guest on Tuesday, July 29th.

The Club is in receipt of a book entitled, "Island Echoes," by Mr. John Lake. We are very appreciative of the splendid additions to our Library.

The present address of Miss Clare Borello is the University of California Hospital, where she went on Wednesday to undergo an operation. We wish her a quick recovery.

Miss Susie M. Peers is traveling in Europe, we are informed.

Mrs. Nell Palmer writes from Mount Rainier that it is wonderful there, and that she is enjoying it to the limit. At Red Bluff she was almost at the melting point, but at the Inn, open fires are burning in the lounge, and coats and sweaters are welcome accessories. From Rainier she will go to Portland for a day to take the Dalles trip, and then home.

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SPECIAL COLLECTIONS

The Business Woman

AUG 15 193

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 7 AUGUST 16, 1930 No. 33

Weekly Program

Coming Events

August 19—DINNER MEETING, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
SPEAKER: Mrs. Beulah Brown.
SUBJECT: "Woman's Place in the Safety Movement."

August 21—Choral Section, 6:45 P. M.

August 21—Thursday Open House, 8 P. M.

Hostesses
Hazel Ramon
Irene Bock Ruth Shaw
Margaret Brandt Mary Parsons

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Mrs. Beulah Brown, our speaker on August 19th, s a member of the Safety Division of the Personnel Department of the Pacific Gas and Electric Company. Mrs. Brown has been connected with safety work in the P. G. & E. since 1921 and is very familiar with all the progress it has made in that organization and its development in other organizations in California.

Mrs. Brown is a charter member of the Women's Safety League, which was formed four or five years ago in San Francisco and was its president during the year 1928. She is at present Chairman of the Safety Educational Committee of the Women's Safety League. She talked before the Annual Convention of the Society of Safety Engineers of California in the spring and we understand her talk was one of the best on the program. We are very fortunate in securing Mrs. Brown for the 19th.

BERETS—SAN FRANCISCO'S HEADWEAR

Each year the various clubs don some distinctive manner of dress or ornament during the State Convention. Your Board of Directors recently considered this subject and decided that *white felt berets* would be most suitable this year.

In order to make the plan effective, the berets must be uniform. Arrangements have therefore been made through our member, Miss Schmedes, whereby the millinery department of *Hale's* will have a sufficient number of berets for us. The beret is a fine French felt, imported. Each member is requested to make her own purchase directly with Hale's, asking for Mrs. Cronan, department manager, who has promised to look after us personally. The price is ninety-five cents.

MAY F. RILEY, President.

NOMINATION OF DELEGATES TO STATE FEDERATION CONVENTION

At the regular business meeting of August 5, 1930, the following members were *nominated* as delegates to the Convention of the California Federation of Business and Professional Women's Clubs, to be held at Asilomar, September 4, 5 and 6, 1930:

Florence C. Attridge
Margaret Dailey
Bertha J. Dale
Lilian Elias
Margaret V. Girdner
Clotilde Grunsky
Johanna E. Heim
Bessie Henderson
Mabel T. Johnson
Jean E. Kerrison
Mae Barr Long
Charlotte F. McClelland
Ethel L. Maxwell
Rae Morrow
Nell Palmer
Jessie E. Reid
Ruth P. Shaw
Gertrude D. Tubbs
Estelle V. Walker
M. Gertrude Wise

The *election* of said delegates and alternates will take place on Tuesday, August 19, 1930. The election will take place as usual in the club rooms and the polls will be open from 12 noon until 7 P. M.

IF THE SHOE FITS, WEAR IT

The secretary modestly requests that you check over your book shelves and if there are any books from the club library, which have been taken out more than two weeks ago, won't you please return

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Executive Secretary.....Irma M. Burlingame
Treasurer.....Charlotte A. MacCuaig
Assistant Treasurer.....Mary K. Menary
Auditor .....Gertrude Mowder
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them? Also, in signing slips, please fill in the author's name. This will facilitate the proper keeping of the records. A slip was recently found on the desk, reading: "I have taken Philip and his Wife—All Kneeling." We are so glad to know that Philip and his spouse are properly devout persons, but why did they take Philip and his wife and leave the rest of the family? Perhaps these are irrelevant questions, but they just occurred to us.

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CLUB NOTES

By CHARLOTTE F. McCLELLAND

Mrs. Louise O'Hara and Mrs. Merle Curington are on vacation together, but their whereabouts is an unfathomable mystery. It is true a card was received from them sending greetings to the club but there was nary a sign, not even a postmark that was legible, to aid in unraveling the secret.

Miss Mary Ethel (more intimately known as Ethel) Stewart has recently returned from a satisfying vacation spent in Seattle, Vancouver, etc.

Miss Roberta McCarty, charming president of the B. and P. W. C. of Porterville, visited the club rooms during the past week and was also a welcome guest at our open house Thursday evening, when she seemed to be enjoying a game of bridge.

Miss Jessie D. McKinney, a new member, made her first appearance at dinner on Tuesday. We are delighted to have the new members come and get better acquainted.

Mrs. Jean S. Bishop's temporary address is 610 Leavenworth Street. She is still on crutches and it will probably be several weeks before she will be able to discard them.

Mrs. Frank Leroy Payne, formerly Louella M. Williams, is making her home at present at the William Taylor Hotel.

We are grieved to hear of the loss, through death, of the husband of Mrs. Cora L. Harvey. The deep sympathy of the membership is extended to her.

Our members are flying (literally) hither and thither. Miss Ellen S. Robbins is aeroplaning to Seattle; Miss Edith C. Floyde is returning from that city via air route, and Mrs. Bertha Stalder is contemplating flying to Portland the latter part of the month.

And when they are not flying, they are flitting. Mrs. Daisy K. Precktel left last Saturday, her destination being San Diego. Miss Eleanor Walter also left on that day for Mather, in the Hetch Hetchy country; Mrs. Anne B. Joseph is leaving for a week's visit in Fresno.

Mrs. Jessy Scott is at present in Salt Lake City

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nd expects to spend a month in that vicinity, artly on business.

Mrs. Rena Lawrence Monroe and her husband ere among those who enjoyed the boat ride Sunay. We were very glad indeed to have them oin us.

Mrs. Lee Taylor Dickinson has the distinction of eing the first woman fruit broker to work the mperial Valley cantaloupe deal. She succeeded in ecuring more than 100 cars of melons, besides umerous l. c. l. lots for San Francisco and Oakand shipment. Mrs. Dickinson will spend Septemer in the north buying apples, and then make a ip East to visit all the large Eastern markets.

Our ever-thoughtful and helpful member, Miss Iatilda Schimpf (you know she has several affeconate aliases—Tillie the Toiler and Tillie Sunhine) presented our library with two books: 'Galahad,'' by Erskine, and ''Behind That urtain.''

Miss Clare Borello is recuperating at the home f her mother in Oakland and anticipates returning o her office on the 11th. This is good news.

SHIP AHOY!

Thursday evening we sailed, ninety strong, under he guidance of Charlotte McClelland for Alaska, p the beautiful Inside Passage, where we even felt he motion of the boat on Queen Charlotte Sound nd in the tortuous Wrangle Narrows. We stopped t Prince Rupert, Juneau, Skagway, and many ther ports of interest in the land of the midnight un. Here one forgets that there is such a thing s night, or going to bed, for no matter what hour f the night we may arrive, the town is ''up and lert'' and we shop madly before sightseeing, only o find the article we purchased one dollar less in he next town. Life is the same everywhere!

We steamed into the inlet and saw the beautiful lue Taku Glacier, surrounded by its snowclad nountains, tinted with a gorgeous sunset glow—ll at 12 o'clock at night!

The motion pictures, so graciously shown by the Canadian Pacific Railroad Company, helped to make the spell more complete and took us into the land of make-believe, especially after we crossed the White Horse Pass into the Yukon Territory and saw the herds of caribou on the move. We are greatly indebted to the Canadian Pacific for this courtesy.

Thanks to our shipmates, Mrs. McClelland, Mrs. Kirby and Mrs. Heuerman, a truly English tea of sandwiches, tea and cakes was served in the lounge of the good ship B. & P. W. C.

We were glad to see so many new faces and hope that our little adventure will reach far in extending the hospitality of Thursday evenings to our members and friends. Thank you, Charlotte, for giving us such a happy evening.

RAE MORROW, Hostess Committee Chairman.

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Assistant Vice-President

GURTY'S GARRULITIES

Who's Who in the Baby-ward? Looks like the stencil should operate upon the newly born, that we may know our own. Oft wondered at some of the black sheep—how they happened! Now we know!

When time is generous, dig into that 104 pages of State Candidates; into the 64-page pamphlet on freeholders and power bonds! After hours of ponderosity: The brain's a haze! The prize of suffrage!

Pig'n beats 'em to it. Whilst Sherry, Foster & Orear and others took a thought, The Whistle piped the deal. 'Long about November, our Mural Room of the St. Francis will bow as a sweet shop and la-de-da palace of eats.

New style of specs to fit the eye, close-like. Lenses, the size of a penny, to gupe into the eye-socket and, in union with the false molars—click, click! Price but fifty cart-wheels. Claimed a great improvement! Ay, ay—in price.

What means a Safety Station? Misnomer! Seven people killed within six months under the shadow of these protectors. Don't-yer always feel skittish as you stand in "safety" awaiting your turn?

Noise detecks: N. Y. pussyfoots snoop about locating loud speakers in the dealers' establishments, then put the police wise to the racket! Silence! When they are "all quiet on the eastern front" I'd suggest my hotel!

Long and short of it—again; a sad plight! If short five feet, West Point: "Out you go." If extending over six foot three, Annapolis: "On your way." Too short—you cannot see all; too long—you see too much,—that's an alibi!

Young mothers: Oh, these dames who all marry so young, but 16 years 'twixt mother and "dauter." Here's one better: Sarah Cohn of Chi married at 11, a "mama" at 12, and divorcee at 15. Such a future for her—Grannie by 30—perhaps!

Smoker's boon, a self-lighting cig. Crude type now circulating, the finished product soon to be on the market. The end of the fag is covered with phosphorus—rub it gently and—Puff, Puff! Sad for the matchmakers!

That old sour dough Mencken, flirting with the Kiwanis and about to trek to the altar — he, the ace of cynics! There used-to-wuz, girls: "Fat, fair and forty." Today, there-iss, boys: Fifty, foolish and flabby!

Poetic:

"Mary had a bathing suit,
She carried in her purse;
And every time she wore the thing,
It shrunk up worse and worse!"
—*Florida Herald.*

Ah, me—Dass'al.

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Phelan Building, San Francisco

HIGH SPOTS OF SAN FRANCISCO

By Gertrude Starkweather

Nob Hill

Height 320 feet. Named by Dennis Kearny in derision of "nabobs" or rich who built their mansions on the crest, in the '70's. They were the millionaires created by the Central Pacific and silver mines of Nevada. The names of Crocker Stanford, Hopkins and Huntington, the Big Four builders and financiers of the first transcontinental railroad, are the most prominently associated with Nob Hill. May 10th was the sixtieth anniversary of the driving of the last spike of this railroad. Sixty years is a short time in the life of a country but looking back over what has been accomplished during that period makes us wonder what will be done the coming sixty years.

In view of the fact that the new Grace Cathedral is being built on the top of Nob Hill, possibly it will be interesting to say something about the first Grace Church. The congregation of Grace Church was organized in 1849, at John and Powell Streets. The first rector was Dr. J. L. Ver Mehr. A chapel was built and opened for services on December 30, 1849. It was sixty feet long, twenty feet wide and cost $8,000.

The cornerstone of Grace Cathedral at California and Stockton Streets was laid by Bishop Kip in May, 1860. The building was 135 feet deep and 72 feet wide; the height from floor to roof was 60 feet. The cost when completed was about $90,000. Now, instead of a $90,000 cathedral, San Francisco is going to be endowed with a cathedral that is to cost some millions, and it is to be erected on the home site of the Crockers. Charles Crocker built his home there, and when his son, Will Crocker, grew to manhood, built a home for him on the corner of Jones and California.

One of the old mansions remains, the Flood home, that is now the Pacific Union Club. The Hotel Mark Hopkins is on the site of the Hopkins residence; the Stanford Court Apartments are where the Stanford home was, and the Fairmont stands on the ground where the home of James G. Fair once stood.

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The Business Woman

AUG 22 193

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 AUGUST 23, 1930 No. 34

Weekly Program

Coming Events

August 25—Civic Section, 7:30 P. M.

August 28—Choral Section, 6:45 P. M.

August 28—Thursday Open House.

Hostesses

Mary Fennig

Lillian Howie — Elsie Miller

Mildred Adams — Lily Tufts

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

PROPOSED CHARTER REVISION

By Harriet Tyler

Those who vote in San Francisco at the Primary Election, August 26th, will find on their ballots a ticket of fifteen names of freeholders of this city and county who seek election as a Charter Revision Committee. (A freeholder owns real property in the city, and has been a registered voter in his or her community for the preceding five years.)

The casting of a vote for these freholders does not approve a new charter; it approves the principle that San Francisco deserves and urgently needs a form of city government consonant with its 1930 activities. Her present charter was drafted in 1898; its provisions force the elector to vote for many city officials none of whom are directly responsible to one central head; the executive and administrative authorities are to a large extent merged; the financial affairs of the city are not included in one budget; the present charter is 300 pages long (30 times longer than the Constitution of the United States) and contains a tremendous amount of detail which has not a proper place in the organic city charter, and which requires amendment by the cumbrous method of amending the charter in order to change the same. It is a generally accepted principle that the charter should be made up of broad general provisions; should not contain administrative details; should definitely separate the functions of the executive and administrative departments; should provide for a short ballot and large appointive powers and direct responsibility to the appointing power.

The election of the freeholders sets to work a body of unpaid public-spirited citizens to draft a new charter, which must be submitted to the voters of San Francisco, who then approve or reject it. If it is adopted, it is submitted to the State Legislature, and, if approved, becomes a law.

VOTE FOR THESE FREEHOLDERS, SELECT ABLE CANDIDATES AND START OUR CITY TOWARD A MODERN, EFFICIENT GOVERNMENT.

CIVIC SECTION MEETING

The regular meeting of the Civic Section will be held in the club rooms on Monday evening, August 25th. The meeting will be called to order by the chairman, Miss Henriette Steinegger, at 7:30.

The speaker for the evening will be Dr. Ethel Owen, who will speak on the Prevention of Tuberculosis in San Francisco. Dr. Owen is the medical director for the Arequipa Sanitarium at Manor. This is an institution for the benefit of wage-earning women. Dr. Owen is a physician of wide experience in her chosen field of humanitarian work. She is medical adviser of nurses at the Stanford School of Nursing and she is inspector for the Board of Health, examining the girl students in the high and junior high schools. During the past three years, Dr. Owen has examined more than 18,000 girl students in our schools. She has been decorated by the French Government for her excellent work under the Red Cross in the devastated area of France.

Dr. Owen's outstanding record proves her to be a very worthy woman whom we should all be proud to meet.

It may be that the members might consider this rather a sickly subject, but it really is a vital and constructive phase of welfare work, and, aside from the topic dealing with an intense human interest, it is cheering to know of the good work being done.

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Single copies..... .05

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Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Come then and learn what our city is doing in the great service for humanity. All members are urged to attend; we want a good gathering to meet Dr. Owen and hear her interesting account of the work being done.

SARAH A. MCLAUGHLIN, Section Secretary.

DRAMATIX—IMPORTANT!

Convention plans and stunt activities, together with the fact that so many want to attend the symphony (Brica conducting), render it advisable for us not to meet on the 26th; Tuesday, September 9th, is the schedule for the following meeting—but this is the birthday of our Glorious California, and that, too, creates a recess. Therefore the next regular meeting of the Section will be held on Tuesday, September 23rd, at which time every member should make an effort to be present, ready to make an intelligent start on our Big Night—November 17th!

GERTRUDE D. TUBBS, Chairman.

SAILORS—AHOY!

What was the lure that brought so many on the boat ride Sunday, August 10th? Was it the promise of navy beans for lunch, or the prospect of being escorted around Goat Island (pardon us—of course we mean Yerba Buena!) by handsome young navy officers? Or was it our deep-rooted certainty of having a good time on any trip sponsored by the capable Events Committee? Most probably the latter, for members brought their husbands, children, mothers or guests, so that the party numbered 150.

And be it noted that our fame has spread beyond our borders, for we were joined by three members of the Lodi Club, three from Stockton, two from Porterville, one from Burlingame, Rena Lawrence Monroe and her husband from Palo Alto, two guests from Long Beach, and one lady from New York!

A double-decked launch conveyed us from Pier 14 along the San Francisco waterfront until we reached Fort Winfield Scott, then across the Golden Gate toward Sausalito, past Belvedere, Tiburon, Angel Island and on up the Bay until we were opposite Oil City. By that time a number were beginning to ask, "When do we eat?" so the captain obligingly turned back toward Goat Island.

Arriving there, we were met by a detail from the 12th Naval District, who welcomed us and escorted us to the Administration Building, where lunch was served. And what a lunch! Baked beans, smoking hot, three-decker sandwiches, coffee, cake, and Neapolitan ice cream—all this added to the very substantial lunches carried by the party.

After lunch we divided into small groups and escorts were furnished from the Coast Guard to show us over the Island (and also to keep us out of forbidden territory). For those who did not care to climb the hills, transportation was furnished by the Island bus.

Goat Island, we were told, is now a training station for the Coast Guard. About five hundred men, all told, are stationed there while receiving instruction in the various departments of Coast Guard work.

Incidentally, the Events Committee seems to be a special pet of the Weather Bureau—at any rate, the day was ideal for such an outing. Just hazy enough to soften the glare of the sunshine, just breezy enough to keep us alert—and of course that layer of fog through which we passed as we crossed the Gate was put there on purpose, knowing it would be appreciated by our Valley visitors and

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at we San Franciscans would not mind it!
After about an hour's walk around the Island, e made our way leisurely toward the launch, and e excursion proceeded on its way, going first ward the piers on the Oakland side, then crossing e Bay again toward Hunters Point. There was o vessel in drydock there, so we did not land. We turned to San Francisco along the westerly side the Bay to Pier 14 and there dispersed, all oting it a most enjoyable outing.

W. K.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Johanna E. Heim entered the Franklin Hospital on the 14th. We are glad to announce that it is nothing serious, but rather painful and inconvenient—a carbuncle on her leg. Visiting hours at the hospital are strictly 2 to 4 and 7 to 8 P. M.

We had a card this week from Mrs. Jessy Scott from Old Faithful Inn, Yellowstone Park. She seems this the loveliest place she has stopped on her entire trip.

The club rooms were visited last week by Mrs. Lucy Ormsby and her son of Boise, Idaho. Mrs. Ormsby is a member of the B. and P. W. C. of that city.

Miss Ida Reed left Monday for Seattle, Wash., to attend the Camera Club convention.

Mrs. Jeanne B. Goodwin and Miss Blanche I. Newton are now residing in Berkeley at 1525 Bruce Street. (Don't forget to note in your roster.) A very advantageous figure having been offered them for their business, they disposed of it.

Mrs. Evangeline Adams Spozio is in Portland, Oregon, garnering "a stack of good ideas for the use of our Events chairman." One is the card she sent depicting a climb to the summit of Mt. Hood.

IMPROMPT-I

We have not had a chatty tea for some time. How about tea-ing at the St. Francis, on Saturday next, August 23rd? Gather in the foyer about 3:45. Go light on your lunch, 'cause that tea is generous and but fifty cents! Come on—meet

THE IMPROMPT-I.

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WHITE BERETS AT ASILOMAR

Each year the various clubs don some distinctive manner of dress or ornament during the State Convention. Your Board of Directors recently considered this subject and decided that *white felt berets* would be most suitable this year.

In order to make the plan effective, the berets must be uniform. Arrangements have therefore been made through our member, Miss Schmedes, whereby the millinery department of *Hale's* will have a sufficient number of berets for us. The beret is a fine French felt, imported. Each member is requested to make her own purchase directly with Hale's, asking for Mrs. Cronan, department manager, who has promised to look after us personally. The price is ninety-five cents.

MAY F. RILEY, President.

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GURTY'S GARRULITIES

Ah-ha! Supreme today, secondary tomorrow: Captain Hawks conquers a coast-to-coast record, eclipsing Anne and Lindy by two hours—of course, you would expect that of Hawks. Three thousand miles in twelve hours narrows down to four miles a minute—how space doth shrivel!

Our wee island no longer a Goat; originally a good herb, until a Goat butted in. However, since said island is an honor in the bridge game, it grows dignity—shakes the Goat. Henceforth: Yerba Buena Island!

More ball pursuits! The increasingly popular game of Polo is to be permanently with us in the Stadium, in our unequaled Golden Gate Park! Is there any diversion our indulgent Park denies us?

A super-male! Reads a mystery story nightly, for *just a half hour*—not a moment in excess—ere he departs for slumberland; no matter the interest, douse the glim! How awful to be annexed to such rigidity!

Lunching with the Down Town Association and absorbing Hawaii by proxy. Don't-yer almost feel you've been? The pictures, the talks — so vivid! Whoops! Feel the roll of that *Malolo;* the wind—how she blows at Pali; the "hot air" of Kilauea!

Antics, stunts, capers in a gubernatorial race! First qualification: A seasoned air-bug, continuously on the fly; procession of participations: Waltzing bees, ratifications, queen-crownings, gorging at terrible picnics, quilting parties, rodeos, war veteran smokers, cow-milking — is the prize worth the price?

A pedestrian, a queer insect. It awaits on the curb, takes to crossing; buzzzz from the left rear—machines take precedence; it sees an opening—it darts: buzzz, more machines from left forward—and what dirty looks from angry brows; ding-ding, it finds itself in the midst of terror; cop whistles: Poor Pedes—back to the curb!

A tomato: Think of its past. In a sentimental era it was a love apple—a brilliant poisonous food; once a sad Lothario, believing he was suiciding—ate thereof, and lived; thereafter for years it was only eaten cooked. Today it's a gay one: It gets sliced and juiced and stewed!

English: Percy: "Darling, in the moonlight, your teeth are like pearls."

Margy: "Indeed! And when were you in the moonlight with Pearl?"—*London Opinion.*

By Jove—Dass'al.

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RELAXATION

This word spelled with capital letters aptly scribes the club's Thursday evening "At Homes Cheery smiles and colorful flowers always lend festive air.

On the 14th a goodly number gathered togeth If you were not present, you have at least heard the fortune-telling gifts of Mrs. Murray and A Brace. (They knew all about you!)

We were also very happy to greet Miss Ro Wells, Charlotte McClelland's guest; Mrs. Glad Budge, Betty Walton's guest; and Mrs. Cather Kingsbury, Ada Brace's guest. The charming ho esses served tea and a "Minnie Dumas" ca A gorgeous vase of snapdragons brightened corner of the rooms, but did you know that th came from our president, May Riley's, own garde

Put a red circle around the Thursday dates your calendars, and join the ranks of those w love to mingle with their fellow members.

A. M. J.

NOTICE—ACCOUNTANTS

The Accounting Problem Club is growing numbers and interest. Each member presents own topic for discussion.

Next meeting:

TIME: August 27th, last Wednesday, 7 P. M.
PLACE: Fielding Hotel, Suite 705.
GIRL: All members who are accountancy minds No dues or fees.

M. C. BROWN, Secretary.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 AUGUST 30, 1930 No. 35

Weekly Program

September 2—DINNER MEETING, 6:15 P. M.
Western Women's Building, 609 Sutter Street.
BUSINESS MEETING.
September 4—Choral Section, 6:45 P. M.
September 4—Thursday Open House, 8 P. M.

Hostesses
Alice Kennedy
Betty Walton — Almyra Duffey
Grayce Dempsey — Amanda Heuerman

September 4, 5, 6—STATE CONVENTION, Asilomar, California.

Coming Events

AUG 29 1930

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

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Please make dinner reservations early at Club Rooms, PR ospect 8347

SAFETY IN THE HOME

By Ethel L. Maxwell

"There are as many fatal accidents as in industry, and almost as many as caused by automobiles in our so-called citadel of refuge—the home. Figures show that in 1929 there were 23,000 deaths due to accidents occurring in homes, and as far as can be determined, there are about 200 non-fatal accidents for every fatal one in the home, as against 130 non-fatal for every fatality in industry!"

With these astonishing statistics, which Mrs. Beulah Brown, of the Safety Division, Personnel Department of the P. G. and E. Company decided, unlike the little Boston girl of her amusing story, should not be kept to herself, she startled a good representation of the membership into attention, at dinner on Tuesday evening, August 19th.

Mrs. Brown is a charming young woman, pleasing to the eyes, and a thoughtful, easy speaker who left many ideas for our consideration in her brief talk. How many of us (and how frequently) do use the rocking chairs for stepladders, but undoubtedly we will stop and remember next time we are tempted to do it, that "falls top the list as causes of accidents in the home." And the regrettable fact is that all, or almost all, accidents in the home are preventable. We are indebted to Mrs. Brown for bringing us something of real worth, since, while we do not all drive automobiles, few of us work in factories where we are exposed to machine hazards, and most of us are developing extra faculties in dodging street traffic, we all *live* somewhere within four walls which we call "home," and are subjected to the dangers of the wild rocking chair, the shaky stepladder, barrel, stool and unsteady box.

ELECTION OF DELEGATES

The result of the election of Delegates and Alternates on August 19 to the Convention of California Business and Professional Women's Clubs at Asilomar on September 4, 5 and 6 was as follows:

Delegates

Clotilde Grunsky
Jean E. Kerrison
Ethel L. Maxwell
Bertha J. Dale
Johanna E. Heim
Gertrude D. Tubbs
Rae Morrow
Lilian Elias
Nell W. Palmer

Alternates

Mabel T. Johnson
Mae Barr Long
Charlotte F. McClelland
Margaret V. Girdner
Estelle V. Walker
Florence C. Attridge
Margaret Dailey
Jessie Reid
Bessie Henderson
Ruth P. Shaw

Jean E. Kerrison, Secretary.

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Assistant Treasurer.....Mary K. Menary
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HIGH SPOTS OF SAN FRANCISCO

By GERTRUDE STARKWEATHER

CLAY STREET HILL

The Clay Street Hill is interesting especiall because the first cable car to carry passengers wa built there. Hallidie, who had had much experienc with wire rope, used in the mines to haul cars o open hillsides or underground, exhibited his mode cable car at the Mechanics Fair in 1872. Ther were numberless difficulties to surmount, but Josep Britton, Henry L. Davis and James Moffitt ha confidence and backed him financially. Propert owners on Clay Street subscribed $40,000 when th road should be completed. The line proved a suc cess, and after that the hills were no longer insur mountable barriers to the expanson of the city.

TWIN PEAKS

The north peak, called Noe Peak, is 904 fee high, and the south peak, called Eureka Peak, i 910 feet high.

Once the two peaks were one, the Big Chief tol the Indians as they gathered in council at Willow Lake, now the vicinity of 18th and Mission. They were man and wife, one through the ages. They quarreled long and bitterly, and the Great Spiri heard them. The thunder rolled and lightning flashed through the dark sky, and the Great Spiri smote them in twain. Thus the Twin Peaks came to be. The Great Spirit punished husbands and wives who quarrel, the Chief told his people. Man and wife must dwell in peace. The Indian women grew herbs to heal the wounds of the arrows.

This was a part of the San Miguel Rancho. The Noes lived in a great house at what is now the corner of Douglas and Alvarado. The Spaniards called the hills "Los Pechos de la Chola," in eulogy of a beautiful Indian girl called Chola (the definition in the Spanish dictionary is Chola —applied by the whites to Indians and servants, a half-breed), according to the late N. P. Vallejo, son of Governor and General Mariano Vallejo. A. C. Goodchild, of San Luis Obispo, gives us a less romantic version, claiming the name is "Los Pechos de la Chola," or that part of the kill given to the falcons. Hawks naturally made the isolated peaks their rendezvous.

At one time Leland Stanford and Adolph Sutro owned all of the western hills. Daniel Burnham lived there while he was planning to beautify the city, which plans were given up after the fire of 1906.

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CLUB NOTES

By Charlotte F. McClelland

Club members will be interested to learn that Miss Isabel Wilkie sails for China on the Dollar Liner *President Taft*, leaving our port on the 29th of August. Miss Wilkie will visit Japan and other Oriental points during the length of her trip, which will cover several months. Upon her return, she will make Oriental Tours her special work.

Several weeks ago, while returning from a vacation trip, Mrs. Enid Morris, sister of Miss Lilian Elias, met with an automobile accident, in which, beside numerous bruises, she sustained three broken ribs. We are happy to say that Mrs. Morris is now convalescent.

Roll call at dinner on Tuesday, the 19th, revealed the following members and their guests: Miss Belle E. Banz entertained her sister, Mrs. Ralph Jones, of Phoenix, Arizona; Miss Emma H. Schemedes was hostess to Miss Nell McCarthy; Miss Mary A. Bear had as her guest Mrs. Skipvith, of Los Angeles; Miss Lydia Floan's guest was Miss Margaret Lynch; Mrs. Rose D. Miller had with her her daughter-in-law, Margie, and the guest of Mrs. Margaret B. Moore was Miss Nace. We were also glad to welcome two members who have not favored us with their presence for a long time—Mrs. Lillian M. Hall and Mrs. Cora L. Harvey.

We had hoped that we would have seen Miss Virginia C. Marshall long ere this, but a letter from her, dated Honolulu, indicates it will still be several months before she leaves the Islands. She will spend September on Maui. She is well, busy and happy, and wishes to be remembered to those whom she knows.

Miss Ethel Stewart recently entertained her sister and brother-in-law, Mr. and Mrs. Glenn Wise, of Delta, Ohio. She showed them all the sights, which included a flight across the bay in the Air Ferry.

It appears that vacations are still the vogue. Mrs. Persia H. Briggs leaves on the 30th for Washington, D. C., to visit her brother and family. Mrs. Alice Kennedy is spending a two weeks' vacation in Long Beach and Pasadena.

Miss Grace F. Staub left Saturday, via boat, for San Diego, and will occupy a couple of weeks motoring through the southern part of the State.

Miss Lynn O'Brien is just closing a month's vacation with a trip to Oregon Caves in her own car.

Mrs. Stella Kirby is motoring to Los Angeles on the 31st with her daughter and son-in-law, Mr. and Mrs. Herbert Manley, who have been spending a few days with her at the Canterbury Hotel. Mrs. Kirby will be away two weeks.

Mrs. Emily Heineman brought Miss Anna Raffey, of Honolulu, to the Club rooms, and Miss Paula Hunkel, of the Milwaukee Business and Professional Women's Club, dropped in on us on her way to Los Angeles.

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GURTY'S GARRULITIES

These lovely, balmy days with so many strangers among us—isn't it a break? And how one dislikes to see these evenings closing in on us—each day earlier and earlier! Now, IF Daylight Savings passes—see the possibilities?

Mr. Girard discovers 59 varieties of male ruling these United States. Mr. Heinz should manufacture a cup-la more pickles, to keep in the race.

Merced's holding an unusual record: Pop. most 37,000; auto registration about 15,000; voters' registration under 12,000. Dear, dear — they rather motor than vote—Who wouldn't?

Harbor Day—Fitting recognition of our Unsurpassed Bay! A mighty armada at anchor; air planes in battalion strength above; marines, sailors—3,800 strong—pass in splendor! Symbolic Floats! Montgomery Street a shower of confetti, serpentine—a mimic N. Y. Searchlights at night tickling the stars. 'Twas a Thrilling Day!

Cosmetology chums—up with the matching mode. Poor woman, more temptations to part with money. The nails must now match the gown: Green gown —green nails; black—that's a thought—hides the dirt! A labor of love—? . . . changing the hue with every gown! Do hope they leave the teeth au naturelle.

Perennial Aimee! Isn't she the best little self-advertiser ever! No matter the dirt, so long as she commands the front page! Publicity seems a cinch, once the foothold is established. Were Aimee's columns pasted end to end they would bind the globe! She IS the World's Spell-binder!

Food Dispensaries and Pee-Wee Golfs, neck and neck—a new one daily! The Last Owl Hoots! Grant Avenue and Post Store, installing a fountain. And Chinatown succumbs — adjacent to Portsmouth Square—Young China will swat the ball! I hope the mouths to fill and the fans to play will keep pace!

Prof. in zoology believes the long life is dependent upon good brains! Used-to-wuz: "The good die young." Comes now a medico asserting the males are popping-off too rapidly twixt 37 and 47! The women are holding out! Turn to—see where the brain matter abounds!

Girls—I be a T. B. W. (tired business woman), so I am off for the Happy Hours! I'll be silent a bit—but, like unto the bad penny, I'll show up again. A stanza of Longfellow comes to mind:

"If any thought of mine, or sung or told,
Has ever given delight or consolation;
Ye have repaid me back a thousand-fold
By every friendly sign and salutation."

Au Revoir—Dass'al.

GET THE THURSDAY HABIT

If you were present last Thursday evening, you must have caught the feeling that we were beginning to gather for the fall; as the vacation season is over for most of us, and we are glad to get together again. It seemed so good to have such a jolly bunch of forty-five there, all telling of the splendid trips they had had, and we were glad they brought so many guests. That is encouraging to the Membership Committee, and we hope we can persuade many of them to become members.

The climax of the evening was a surprise visit from Jeanne and Blanche, who came breezing in with those big smiles which have won all our hearts. We were so glad to see them, and happy to have the opportunity of sending them on their way with a hope that they will have a very nice vacation.

We wish to thank Bell Banz's sister, Mrs. Ralph Jones, for her kindness in baking that very fine white cake for us, and also for the flowers which helped to make the room gay. She must be just as big hearted as our Belle, and we wish we could also have her as one of us.

It is a pleasure to have our new members taking an active interest in Thursday evening gatherings, and we hope we shall see other members of longer standing very often this coming winter. We know you will be glad if you get the "Thursday habit."

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THEY SAID
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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 SEPTEMBER 6, 1930 No. 36

Weekly Program

September 10—Wednesday Book Section. 7:30 P. M.

September 11—Choral Section, 6:45 P. M.

September 11—Thursday Open House, 8:00 P. M.

Hostesses

Sylvia Kempton

Irene Foster — Virginia Merrill

Cornelia Seeley — Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

This issue of The Business Woman reaches you while the Annual Convention of our State Federation is in session at Asilomar.

San Francisco Club has a very particular interest in this year's Convention. Our good members, Ida M. Reed and Caroline Bachich, have been re-nominated for the important positions of President and Secretary, respectively.

Tuesday, September 30, will be a post-convention program, at which time the returning delegates will portray the Convention sessions for us; special features contributed by San Francisco will also be presented.

The Ballroom has been engaged for September 30.

Details of the program will be given in future issues of The Business Woman, but in the meantime,

MAKE YOUR RESERVATIONS EARLY WITH MRS. BURLINGAME.

Dinner will be served at 6:15. Usual price, $1.25.

YOUR GUESTS WILL BE WELCOME.

A THURSDAY EVENING STORY

THE TIME—Thursday evening, August 28.

THE PLACE—The Clubrooms.

THE GIRL(S) — Members and Guests to the number of twenty-seven, making five tables of bridge, and the rest of us just "talk-a-tifs."

Ada Brace furnished the cake, and the Misses McKenny and Van Laanen and Mesdames Thomason and Crookston the guests. Our newest member, Mrs. Kingsbury, was also with us.

Recently a member told the writer that she understood that the bridge players didn't like to have people come to Thursday nights and sit and talk.

My answer? I never saw anything that indicated such a spirit, and I'm a fairly regular Thursday nighter.

There are quiet corners for those who take their bridge seriously, and a disposition on the part of the non-bridge players to keep out of those corners, but there is always a group at the lower end of the room who are not playing. Discussions of the latest mystery story, the current plays, and what have you, are always going on, and you often hear a good story. Here is one of Thursday's offerings:

An American, in Japan, learned the Japanese word for "thank you," which is "aragata." To keep it handy in his memory he associated it with the word alligator, as being similar in sound. The moment came when he wished to show off his accomplishment, but alas, he had forgotten both word and key word. Suddenly, across his mental vision there passed a thing with great snapping jaws, and he cried, "crocodile!" Next Thursday night *you* tell one.

M. D. C.

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Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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Single copies.....05

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Contributing Editor.....Gertrude Tubbs
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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

BOOK SECTION

The following program has been announced for the coming meeting of the Book Section, which will take place on *Wednesday* evening, September 10th, instead of on the usual Monday evening, which is on the eve of a holiday:

Josephine Weed, on the Short Story and Short Story Writers.

Lydia Johnson, on Biography and Biographers.

Grayce Dempsey, on Magazines and Magazine Writers of America.

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OUR SALVATION NELL

In a recent number of the *War Cry* there is an article, illustrated with a number of photographs describing the weekly picnics during the eight weeks of the school vacation arranged by the Salvation Army with the very practical assistance of our attractive Eventer, Helen Doble. They are for the benefit of children whose only summer outing in many cases is this one picnic. The youngsters are taken in the White Car, through the courtesy of the Market Street Railway and Mrs. Doble, head of the Women's Division, to some place in the suburbs of San Francisco where they can enjoy lots of fresh air, sunshine, flowers trees and grass for at least a day. One of the pictures was a very pretty one of Helen with Field Major Annie Eastwood, which, doubtless inspired the following unsigned verses we saw on Mrs. Doble's desk and "borrowed" when she wasn't looking (sounds to us like some member of the B. & P.—WHO is modestly concealing her talents from the hard-working Editor?):

SHE'S IN THE ARMY NOW

Our Helen's in the Army now;
Flamboyant cap adorns her brow,
As forth she fares with martial air,
And firm intent to do and dare;
But in place of murd'rous saber keen,
She totes a jangling tamborine,
And in her wake no blood and iron and tears,
But repentant bums bereft of beers,
And little tots with hearts made glad,
To see restored their wayward dad,
While widows count their blessings o'er.
With wolf no longer at the door.

* * * *

Historic pages elect to fame,
And make renowned a homely name,
And hand us down "Salvation Nell."
Shall next we have "Salvation Hel."?

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

We have a note from our member, Miss Anna C. Clapp, who has lived for a long time in Pacific Grove, advising us that her address is now 35 Willis Street, New Bedford, Mass.

Mrs. Sarah Ann Magill sends greetings from Los Angeles, and regrets that owing to the illness of a very dear friend she will not be able to meet with us at the Convention in Asilomar.

Dr. Alice M. Goss and Miss Emma H. Schmedes each donated a book for our library. We appre-

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ate their generosity.

Miss Minnie Dumas is completely sold on air ravel. She took a night flight home from Fresno nd says it was a most delightful experience.

Miss Johanna Heim is still in the Franklin Iospital, where it is expected she will remain a ew weeks longer.

Two guests from Arizona were brought to the lub this week by Mrs. Rose Mainprice. They ere Miss Louisa Berkenham, of Mesa, and Miss atherine Henness, of Tempe.

Miss Ann Coffman, of the Stockton Business and rofessional Women's Club, was also a visitor.

We are happy to report the return to business f Miss Zulu Clement, after a slight indisposition.

Captain William Frank Joseph, noted sea cap- ain and former New England whaling master, ho piloted the schooner *Northern Light* on its amous Alaska cruise a few years ago, dropped ead of heart failure on August 26th. Captain oseph is the husband of Mrs. Anne Beaton oseph. The membership extends its heartfelt ympathy to her in this hour of bereavement.

We offer our most sincere sympathy to Miss lorence Calderwood, whose brother passed away n Los Angeles recently.

The membership extends deepest sympathy to ae Morrow and her mother in the death of Mrs. Iorrow's sister last Thursday.

We are sympathizing with Emma Gries in the erious illness of her mother. The thoughts of her riends are with her in these anxious days.

THE ART OF CONVERSATION

This cultural essential has become a popular astime in San Francisco, many people having ound it "as enjoyable as a matinee and much nore profitable."

Twelve conversation groups are already organ- zed, and the enthusiastic members find the discus- ions so enjoyable that they eagerly await the next neeting.

The technique which enables them to derive leasure and culture from such associations will be emonstrated and explained in lectures to be given y the originator, Miss Ethel Cotton, on Monday, September 15th, at 1:30 and 7:00 p. m., at the Ethel Cotton Studio of Expression, 26 O'Farrell Street.

Members and friends of the Club are invited, but it will be necessary to secure guest cards by writ- ing to the above address, telephoning DA venport 7155, or calling at the Club rooms. *Adv.*

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THE CONVENTION

All aboard for THE CONVENTION! When this issue reaches the clamoring public, everyone who could beg, borrow or steal the fare, a white beret and a suit of pajamas will be at Asilomar. We are going from San Francisco to heap the laurels high upon Ida Reed's head. We expect to bring her back triumphant, her chariot decked with flowers, a crown of glory on her head.

The editorial staff is attending the Convention 100%. How's that? So, if the next two issues are slim, be patient. Remember, we can't be down there and here too, but we shall have just lots and lots of news after that, about the Convention, about Ida, about everything. Good-bye!

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THE CIVIC SECTION MEETING

That there is always an interesting, constructive and even cheerful aspect to a subject dealing with some of life's burdens was shown by Dr. Ethel Owen at the Civic Section last Monday night. She talked on the dread tuberculosis, but she talked on the constructive side and in a hopeful vein. She spoke with the cheerful confidence of one who is fighting a good fight with the assurance of victory. Dr. Owen is a woman of gentle, kindly manner, with much feminine charm; it was pleasant indeed to hear her, and, better still, to know that such a woman was doing so much to advance the welfare of the coming generation.

The vast number of young men who were rejected during the war was a startling revelation of the insidious spread of the disease, once known as consumption, but now more properly called tuberculosis, since it is no longer regarded as a fatally consuming disease. Out of the revelations of the war, grew more active and extensive measures to eliminate the disease. In previous times tuberculosis had the largest death rate, and was regarded as hopelessly fatal; today, through intelligent and systematic preventive methods, the disease is decreasing. There is now the happy prospect that tuberculosis will some day be one of the conquered diseases like diphtheria and yellow fever.

Chicago has made a brilliant record in the work of prevention, and has dropped from first to seventh place in rate of fatalities. Many other large cities have also made an excellent showing.

San Francisco's work among the young people is now on such a basis, Dr. Owen informed us, that no child need go without expert medical care because of the lack of funds. The strenuous life of the present day and the foolish fad of fasting is frequently the cause of tuberculosis. Another active cause is excessive strain in athletics among the boys. Dr. Owen pointed out how many young folks of today are recklessly wrecking their health and putting themselves on the sick list for a period of from six to seven years, during which time they require intensive and often heroic treatment, and then they do not always win the fight. The germs of tuberculosis are almost universally present, but a well nourished, vigorous body is able to resist their destructive activity.

Dr. Owen's talk was highly interesting and instructive. The open forum method, under which the Civic Section meetings are now conducted, gives everyone an opportunity to ask questions and enter into the discussion. This adds greatly to the interest and value of the information, as it brings out different angles of the subject. The speaker at all meetings are always persons of authority in their particular lines, and are well worth hearing. All members of the Club and their friends are invited to attend. The speaker and subject for the September meeting will be announced later in The Business Woman.

Sarah A. McLaughlin,
Section Secretary.

HIGH SPOTS OF SAN FRANCISCO

By Gertrude Starkweather

Strawberry Hill

This has been Strawberry Hill from earlies Spanish days. Ma Dulce, they called it, when th berries were ripe. It was a favorite picnic plac for the Spanish. Sweeney built an observatory o the top in the 80's, which the earthquake of 190 leveled, but the moss-covered ruins are picturesqu Stowe Lake was the gift of W. W. Stowe, an Collis P. Huntington gave the falls.

Buena Vista Hill

The Spaniards used to climb the hill and loo down on their beloved Yerba Buena and murmu "buena vista, muy buena." This hill might hav fallen to the squatters who fought for the outsid lands had it not been for John Spottiswood. It 36 acres, 500 feet high, have become the most b loved high place of all; a place of illusion pe haps, for from Buena Vista Hill, more than an other height, all the city's ugliness is dimmed an lost. It is one of the finest views of San Fran cisco obtainable. The inside, to a geologist, is a beautiful as the outside, because of the rock forma tions. The tunnel through it is 4,200 feet long 22 feet high.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 SEPTEMBER 13, 1930 No. 37

Weekly Program

September 16—DINNER MEETING, 6:15 P. M.
Western Women's Building, 609 Sutter Street.
SPEAKER: Mrs. Frank Boyce Tupper.
SUBJECT: Attaining the Important End of Society.
September 18—Choral Section, 6:45 P. M.
September 18—Thursday Open House, 8:00 P. M.

Hostesses
Hazel Ramon
Irene Bock Ruth Shaw
Margaret Brandt Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Mrs. Tupper, our speaker on September 18, is a woman of unusual ability and great personal charm. She was formerly a lecturer in Boston, where she also acted in the capacity of Dean of Women of the College of Practical Arts and Letters at Boston University. In the West, Mrs. Tupper has been a lecturer and Dean of Women of Armstrong College at Berkeley. At present Mrs. Tupper is active in civic and club work in San Francisco. Aside from being a speaker of note herself, we are indebted to Mrs. Tupper for bringing to us Dr. Samuel McCauley Lindsey just a year ago. We should have a full representation to hear Mrs. Tupper on September 18th.

ARE WE PROUD?

San Francisco club returned from the Asilomar convention again favored, in that:

Miss Ida M. Reed was re-elected President of the California Federation B. P. W. C.

Miss Caroline A. Bachich was re-elected Secretary of the Federation.

Fifty-eight of our members attended the convention.

The prize for the highest average contribution to the Ada Margaret Brayton Endowment Fund was awarded to the San Francisco club.

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MORE ANON

Later issues of the BUSINESS WOMAN will carry reports from the convention delegates, who will reproduce everything from atmosphere to serious business. Watch for them! But in the meantime, be sure you put a red circle around September 30, the date of our post-convention dinner.

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HIGH SPOTS OF SAN FRANCISCO

By GERTRUDE STARKWEATHER

Mount Olympus

Mount Olympus is at the top of Ashbury Street. Liberty holds high a flaming beacon to welcome the homeward-bound to port. In her other hand she wields a sword to keep from her Western people darkness, despotism and anarchy, repulsed in the male figure at her feet, powerless to seize the sword or quench the torch. "Let this monument, every time you catch a glimpse of it, remind you that eternal vigilance is the price of liberty, and that you should ever be ready to combat the spirit of darkness, of evil and of retrogression," declared Adolph Sutro on Thanksgiving Day, 1887, to those gathered at the dedication of his gift to the city. "Do not foster altogether a utilitarian spirit; it is necessary in life to obtain a competency, but while doing that, always recollect that our existence is brief and that we should strive to accomplish something beneficial to mankind which will last beyond our short lives." His forest, gardens and books remain fitting monuments of his spirit, even though his Mount Olympus has fallen from its lofty estate. The statue was made by a Belgian artist, named Wirtz. Possibly this is a good place to tell of Mount Sutro, or Sutro Forest. His forest is his crowning gift to San Francisco. He gave monuments and baths, and collected one of the four greatest libraries in the world, but the humblest and most lovely was to plant a forest. He planted the 1,200 acres now St. Francis Wood, Westwood Park, Mary Terrace, Forest Hill, and back of the Affiliated Colleges to Ocean Avenue, and called it Mount Parnassus. It was open to the public until several bad fires caused it to be closed.

SAN FRANCISCO VIEWS

We have some extra copies of the photographic place card which was designed for the Saturday, September 6th, luncheon of the Asilomar convention, when the San Francisco clubs were hostesses. Anyone wishing to have some of these very beautiful views of San Francisco in post card size, may purchase them of Mrs. Burlingame for five cents each while they last.

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CLUB NOTES

By Mary D. Crookston
(Pinch hitting for Charlotte F. McClelland)

The clarion call of the convention was heard by many of the members, and those of us who did not "get to go" must do our bit hereabouts. There are good reporters on the job at Asilomar, and you will get a full report later. Ada Brace sed the van and sent back a card with the inscription, "Greetings to all unfortunates."

Johanna Heim, at the time these notes are being written, is expecting to return to her home on Sunday, September 7. By the time this is in your hands we hope that these expectations will have been realized. Too bad, Johanna, you could not be in on the good times at Asilomar after all your hard work on the Photo contest. We know that you were sorely missed.

Several members are starting their vacations at Asilomar and continuing them elsewhere; among these is "Gurty," who has a whole month in which to gather tidbits for us.

The North has called several more, among them Bertha Stalder, near Portland; Celia O'Brien and Alice Burke last heard from at Oregon Caves, where they seem to be basking in reflected glory from the Events Trip up there. Some one there when the girls come back we will find out if he (as an Irishman) has been mentioning the "gameness of members who were here two years ago in May, when it rained and snowed. But the weather couldn't even dampen the pep of the B. P. W. C's! Hooray for our side!

Jeanne Goodwin and Blanche Newton took "Peter" for a drive up the Redwood Highway too. They write that they are seeing the other side of the auto camp picture.

Those who "wrote themselves down in the visitor's book" since September 1st are: Miss Louise M. Phillips, of Long Beach; Misses Josephine Walch and Elsie McLeod, of Bakersfield, who visited us and then joined the trek to Asilomar; Madge Doherty and Mary F. Leddy, of Pasadena, also en route to the convention, were introduced by our Mrs. McLaughlin.

Under the sheltering wing of Margaret Girdner, came two new members, Mrs. Marie V. Furst and Miss Harriet Hartford, to their first business and dinner meeting with the club on September 2. Greetings from the club reporter pro tem, who hadn't that pleasure Tuesday night.

The hearts of all members go out to Emma Gries. Her mother has passed on, and all who have gone through this experience deeply sympathize with her.

THE OCTOBER EVENT

The next event is a trip scheduled for October 11 and 12 to Lokoye Lodge in Napa County. Due to convention activities, full details are not available at this time, but further information will appear in next week's paper. The price of the trip will be about $8.50.

Caroline Bachich, Chairman.

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GURTY'S GARRULITIES

Again in convention gathered. Last year we were orchids in a bouquet of man-made gardens and luxury; this year we are lupins midst nature's sand-dunes and pines. The roar of the ocean is softened by distance, and voices of laughter and joy ring through the air.

Spain holds sway, and fascinating senoras and senoritas flash hither and thither—greeting us—welcoming us to this spree of joy.

The white berets of our club are like snow-balls bobbing among the pines—58 strong we number!

Fortune tellers intrigue us—ah! The future is rosy!

A "Scandal Sheet" published daily advises us of all the "dirt."

At night we dance—we bingo—we sit around the bon-fires whilst the "man in the moon" smiles benignly on.

We paraded by lantern (sparklets), and it was a vision of the olden gnomes and brownies—frisking through the woods.

We flirted with cow-boys at Salinas. We reveled in a barbecue—we tea-ed in the old Custom House at Monterey.

Every speaker has been an inspiration! Every slogan—every stunt—every surprise—seemed to be the last word in pleasure.

Our "conference" (convention) was from the point of work, the snappiest of gatherings. Our Ida Reed made the duty of delegate a real pleasure. No flub-dub—no windjamming—no superfluities—just action, plus—mixed with a happy good humor.

Our pajama breakfast was a brilliant finale to a whoopee three days. The 1930 "conference" is of yesterday, but its memories will ever be of today. Salinas! We thank you!

ANOTHER THURSDAY

While a great many of our members were a tending the opening of the convention at Asiloma some few were enjoying Thursday evening in th clubrooms right here in our own city. We wer pleased to have with us Mrs. Clara A. Anderso whom we have not seen for some time, but sh promises to come more often. There are man of our members whom we would like to know be ter, so let us make Thursday the "get-togethe evening." Our guest last Thursday was Mr Murray, mother of Miss Rita Murray. We hop she will come again.

I. E. B.

THE ART OF CONVERSATION

This cultural essential has become a popula pastime in San Francisco, many people havin found it "as enjoyable as a matinee and muc more profitable."

Twelve conversation groups are already organ ized, and the enthusiastic members find the discus sions so enjoyable that they eagerly await the nex meeting.

The technique which enables them to deriv pleasure and culture from such associations will b demonstrated and explained in lectures to be give by the originator, Miss Ethel Cotton, on Monday September 15th, at 1:30 and 7:00 p. m., at th Ethel Cotton Studio of Expression, 26 O'Farrel Street.

Members and friends of the Club are invited, bu it will be necessary to secure guest cards by writ ing to the above address, telephoning DA venpor 7155, or calling at the Club rooms. *Adv*

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HE SAID
THEY SAID
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FRANCES L. IPSEN, Hostess

SPECIAL COLLECTIONS

The Business Woman

SEP 19 1930

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 SEPTEMBER 20, 1930 No. 38

Weekly Program

September 22—Civic Section, 7:30 P. M.

September 23—Dramatic Section, 7:30 P. M.

September 25—Choral Section, 6:45 P. M.

September 25—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig

Lillian Howie — Lily Tufts

Mildred Adams — Elsie Miller

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

REMEMBER!

Tuesday, September 30th, is the date of our post-convention program. At this dinner, Ida Reed will be the guest of honor and the returning delegates will portray the convention activities for us, both business and fun. Special features contributed by our Dramatic and Choral Sections will be presented as part of the program. The post-convention dinner will be held in the ball room of the Western Women's Building—September 30th—6:15 P. M. Get your reservations in early.

A POST-CONVENTION THURSDAY

The brimming cup of the CONVENTION spilled over in our own club rooms on Thursday evening when about fifty of our members met to play cards and "reminisce." The convention motif was struck early in the evening by the arrival of three visitors from federated clubs who are in San Francisco homeward bound: Sarah McCardle of Fresno, Emma Hennessy of Sacramento, and Clara Morgan of Bakersfield.

Several of the members had personal guests and soon eight tables of bridge were formed. But it was difficult to keep the game the major interest with so many things to talk about, and when tea was served, all but those confirmed bridge addicts abandoned cards for conversation and "Do you remembers?"

Lydia Floan was the center of an interested group all the evening with her splendid collection of snapshots and pictures.

These Thursday evenings show the club spirit at its best, and any member who has ever introduced a guest to this happy comradeship cannot but realize a new pride in her membership.

The cakes were the gifts of Nell Palmer and Callie Bachich, while a gorgeous box of candy from Cornelia Seeley weakened many a resolution "to count calories."

MARGARET GIRDNER.

DRAMATIX—LISTEN

At our meeting on Tuesday next, September 23rd, we begin serious work! Everyone participating in the Big Show of November 17th should attend in readiness to rehearse her part. We are going to demonstrate to our club members that we "know how"—so be on hand at 7:30!

A little less than two months remain for us to learn our lines, smooth out our kinks, assume an ease and grace and be 100% prepared for *the Dramatic Night*. Remember the date, club members—November 17th—the Community Theatre in our building. The Dramatic Section will have you sit up and take notice!!

GERTRUDE D. TUBBS, Chairman.

CIVIC SECTION MEETING

The regular meeting of the Civic Section will be held in the club rooms at 7:30 on Monday evening, September 22nd. The subject for the evening will be the daylight saving plan. In the unavoidable absence of Miss Steinegger, Mrs. Doble will preside and introduce the speakers. The subject will be presented in the form of a debate. Mrs. Walter McGinn of the Allied Amusements Industries will speak against the movement and Mrs. Edward Wales, a well-known clubwoman of San Francisco, will speak in favor of it.

A cordial invitation is extended to all members and their friends. This is a much-discussed subject and the debate should be interesting to all.

SARAH A. MCLAUGHLIN, Section Secretary.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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Single copies..... .05

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Value of Publicity

"Advertisers," said the architect, "ought to keep on advertising. Who were the two men who made the first successful trans-Atlantic flight in an airplane? I'll bet you have forgotten them. Did I say advertisers *ought* to keep on advertising? I meant *must*."

—The Recorder

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CLUB NOTES

By CHARLOTTE F. McCLELLAND

Miss Silva Chelgrene sailed on September 11th for Honolulu, where she will spend several weeks.

Hurrah! Sarah Ann Magill is home. It will seem good to have her with us again.

Get out your roster, please, and make a note that Miss Carita Rogers has moved to 704 Twentieth Avenue. Telephone, BA yview 2955.

We are told, on good authority, that Mrs. Ada H. Brace had two "cowboys" from Salinas at the club Thursday evening. We are not informed as to whether she brought them home with her or whether they followed her, but we do know that two are more than her share. Dame Rumor has it that another of our beautiful and charming members has so bewitched one of the "cowboys" that he now commutes between Salinas and San Francisco.

Due to some mysterious influence, there were a number of falls taken at the convention, and all in the broad daylight. The first casualty was to your reporter, who was "put on the spot" on the beach at Asilomar by five of your respected associates, namely and to-wit: Jean Kerrison, Nettie Smith, Jessie Reid, Ruth Shaw and Mrs. Edyth Wiltse; the latter she absolves from all blame, except poor discrimination in picking her comrades. However it happened, and it has not yet been disclosed, your reporter is nursing a badly bruised knee. Miss Mary Baker fell down a whole flight of stairs at the Lodge, bouncing buoyantly from one step to another, and arose unscathed—as far as was apparent.

Dr. Susan H. Hamilton, in running to assist Miss Jane Humphrey, who had fallen, sprained her ankle and had to be strapped—her ankle, of course. Miss Bedwell of Bakersfield also sprained her ankle. And Carita Rogers—well, all your reporter knows is that she saw her just before she retired, and the next morning Carita appeared with a black eye. Your reporter knows not what the argument was about, or whether there was an argument, but Carita's room-mate, Mrs. Mae Barr Long, you will concede, is considerably taller, and — well, draw your own conclusions. Nevertheless, it was a great convention.

Miss Lydia Floan, Miss Eleanor Lambertson, Mrs. Jessie Reid and Mrs. Gertrude D. Tubbs remained at Asilomar after the close of the convention, absorbing artistic and Bohemian atmosphere at Carmel and viewing picturesque and romantic scenes in Monterey. Mrs. Tubbs is at present writing in Los Angeles.

Mrs. Lucia Raymond Steidel left on Monday,

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e 8th, for Chicago, to attend the reunion of her ıssmates of the University of Chicago. She will main there a week and then go to her old home in diana for a visit, returning to San Francisco on ptember 29th. We wish her a pleasant trip.

Mrs. Mary D. Crookston has moved her Western ours and General Travel Service Bureau from the cond floor of the Western Women's Building to e arcade floor, where she has greater conveniences r taking care of your travel problems. No matter ıat they are, she can put you right.

Our hearty congratulations to Miss Meta Marie olte, whose engagement to Mr. Leavitt Powers was nounced in Sunday's San Francisco *Chronicle*.

ACCOUNTANCY PROBLEM SECTION

Any member of the B. P. W. C. is invited to in in the open discussion of accounting problems. ext meeting, Wednesday, September 24th, at P. M. Suite 705, Fielding Hotel. Discussion held ıder the direction of A. H. Brace. No fee to the embers of the club.

A. H. Brace.

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SPECIAL COLLECTIONS
SEP 26 1930

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 SEPTEMBER 27, 1930 No. 39

Weekly Program

September 30—DINNER MEETING, 6:15 P. M.
Western Women's Building.
609 Sutter Street.
POST-CONVENTION DINNER.

October 2—Choral Section, 6:45 P. M.

October 2—Thursday Open House, 8:00 P. M.

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Alice Kennedy
Betty Walton Almyra Duffey
Grayce Dempsey Amanda Heuerman

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At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

BACKBONES FOR WISHBONES

By Ethel L. Maxwell

How many of us were carried back twenty years (or perhaps more) the other evening while listening to Mrs. Frank Boyce Tupper, our charming speaker at the dinner meeting on Tuesday, September 16th; carried back to days when we were starting our business careers with the freshness and enthusiasm of youth—that very enthusiasm which Mrs. Tupper radiates—to the days when we attacked every new difficulty with zeal and a commendable desire to solve it in just the right way! Possibly some of us have forgotten or permitted to become somewhat vague in the backs of our minds those ideals of our early business training, and the delightful restating of them by Mrs. Tupper will be a tonic reminder that they still exist, and that young men and women are still beginning in the same way that you and I began, awhile ago.

Some of Mrs. Tupper's epigrams are well worth keeping in mind, as they show a nice distinction in meaning which one is apt to overlook: "Ability is the developed capacity to do things"; "Reputation is not character"; "A person who is clever is worse than useless"; "Attention and interest are the handmaidens of memory," and many others that were tersely effective and gave real punch to Mrs. Tupper's talk on developing executive ability, and the first step toward that development, the managing of one's self.

TO OUR MEMBERS:

Our next meeting, Tuesday, September 30, will be an expression of appreciation to our members of whom we are so proud. It will be our great pleasure and privilege to have as the guest of honor, Ida M. Reed, who is starting upon her second year as President of the California Federation. Our appreciation should be expressed by the presence of a great number of members.

We shall, in reality, present a miniature convention; reporting the sessions in time order, and including the special features of the program contributed by San Francisco.

Dinner will be served in the Ballroom at 6:15 P. M. Please make your reservations early with Mrs. Burlingame. This is an open meeting. Your guests will be welcome.

Cordially and sincerely,

May F. Riley, President.

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EVENT—OCTOBER 11th AND 12th

This is the last event of the season, so do not fail to take advantage of it. We are going to beautiful Lokoya Lodge in the redwoods of Napa County. The scenery is gorgeous; range after range of the Coast Range Mountains unfolds before one in every tint of blue and purple, from the Lodge porch. You may play golf, tennis, hike, swim or simply take a sun bath. We will leave on the 12:30 Vallejo boat (northern end of Ferry Building) and, after a delightful boat ride, we have a special car on the Napa Railway to Napa, and then buses for the short distance to the Lodge. This will be most comfortable, as well as a variety. We will return on Sunday, arriving in San Francisco about 8:15 P. M. As the Lodge is being opened especially for us, it is necessary to guarantee at least 40 guests, in order to receive the best price, so make your reservations early. Price, including everything, about $8.50 each.

CAROLINE BACHICH, Chairman.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Mae B. Wilkin, who, a number of years ago, was our Secretary, writes to us from Europe, where she is enjoying herself immensely, but is disappointed that she did not find any romance in Heidelberg. All the students had left, and apparently romance had departed with them.

We are grateful to Miss Harriet A. Blockburger and Mrs. Elizabeth Kohlwey for books for our library.

Mrs. Rose Mainprice was in the Club rooms last Wednesday. She is looking especially well.

There were so many present at the dinner on the 16th that the overflow was seated in the main dining room. Quite a compliment to our charming speaker, Mrs. Frank Boyce Tupper. And what a lot of guests! Mrs. Katherine Cosgrove entertained Mrs. Arthur N. Randall from Visalia, the home of that real peppy B. & P. W. C.; Mrs. Daisy Prechtel's guest was Miss Sophie M.

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chneider, Branch Manager of the *Pictorial Review* (we are hoping she will become a member); Mrs. Josephine Traut was hostess to Miss Helen Brown, Personnel Director of the A. Zellerbach Co.; Miss Margaret Dailey had as her guests Miss Helen McKeever, Mrs. McCurdy and Mrs. Edyth Bristol, "Not a Writer—Just a Newspaper Person." You, who attended the Convention at Asilomar, will remember Mrs. Bristol's delightful talk under that caption. Mrs. Helen Doble had Mrs. Heath with her; Mrs. Minnie C. Alfonso brought Miss Ida Spinnetti, Chief Operator of Butter Exchange of the Pacific Tel. & Tel. Company, and Mrs. Elizabeth Kohlwey was hostess to Mrs. Watson. Other guests were Miss Clara M. Brown of the Los Angeles B. & P. W. Club, who had with her her sister, Mrs. Swanson, teacher in the Mission High School; Miss Hazel Britton, of O'Connor, Moffatt & Co., whom we hope to claim as a member, and the three lovely young ladies who accompanied Mrs. Tupper, Miss Fink, Miss Donnolly and Mrs. Charles Tupper and Mrs. Carone Webber, President of the Women's Traffic Club.

Were we not glad to see our own Grace E. Sweeney, who is now "Manager of several Apartment Houses" in Portland, Oregon, also Mrs. Letitia Farber, who has not met with us for a very long time. Thrice welcome!

Our Vice-President, Mrs. Maxwell, who presided, said in her pleasant way, that the roll call would start with our new member, Miss Irene Bock, whereupon Miss Bock shyly inquired, "What do you expect me to do?" It was her first dinner experience, as it was also that of Mrs. Catherine Kingsbury and Miss Blanche Stevens. We also noticed our new member, Pat Livingston. (If anyone has been overlooked, your reporter is sorry, and begs you, when you bring a guest to dinner, to hand her a slip of paper containing your name and the name of your guest.)

Mrs. Katherine Cosgrove left on August 30th for an automobile trip to the Northwest, visiting all the principal cities en route to Victoria, B. C. She drove up via the Pacific Highway and returned September 16th by way of the Redwood Highway, and she had as her traveling companion a honeymoon couple. The trip was a very enjoyable one.

ATTENTION!

Vacations are over—the convention is a thing of the past—and business conditions are better. We now face the last six months of this year's regime in the club. We have had our good times, so let's get busy and bring the membership up to the desired goal. More anon—this is just a warning for you to get your prospects lined up.

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GURTY'S GARRULITIES

Sunset from San Francisco Bay! Dabs of crimson gold fascinate; glistening windows of Berkeley reflecting last rays; vague Diablo and commanding Tamalpais; fuzzy trees atop Telegraph Hill; carriers of human freight serenely plying; rafts laden with luscious fruits; a stray yacht; ships from foreign lands; amphibians to thrill; islands, mystic sky-scrapers, shadows of night—another world!

And still the marathon bugs crop up (even a cow becomes imbued, chewing her cud from the tree-top, for three days)—and the object? Looks like a slow suicide—an endurance test to wear out the body. That piano marathon—the reason? Fill the air with harmony? That flag-sitter—by now he must have old-age decrepitude. Those walkers—last reports, at it for 2,000 and more hours. How about an eat-a-thon? That would be a joy. Fancy eating on and on into eternity!

Didst see where an elderly, rotund, slightly bald "popper" was appointed President of the Wild Life Association, endowed with $10,000,000? An old boy, and with that amount in reach. Oh! What-a-Wild Life's in store for him!

Female legs in all their bare-ity. Once, there lurked danger that we doff the hose, but from the samples furnished by the bare-legged flappers, I'd vouch we are safe. I have marvelled the hairy limbs (believed man carried that monopoly); the purplish-reddish hues; the goose-fleshy skins; the bruises; the bones. I have offered my salaams to Allah for the flattery of silk stockings.

Our ladies of today acquire many husbands. Peggy Joyce no longer rules alone. Our Queen of Aviatrices, just departed, leaves three past spouses (and she but in her twenties—had she survived—well . . .). And Pauline Frederick (now delighting us) is frisking with her fourth. Alack and alas, so many of us—Unclaimed Treasures—unable to lasso even one. 'Taint fair —'taint fair!

Lunching with the Downtown Association and enthusing with the Christmas spirit. Favors of Christmas Bells, singing of Christmas Carols, and a speech by Santa Claus' Cousin. Doth realize that Christmas is but three short months hence? This year our San Francisco is to have a "White Christmas"; won't that be unique for us? The lights on Market Street will become Stars of Bethlehem! Don't you feel the spirit already?

"I hear the bells on Christmas Day
Their old familiar carols play,
And wild and sweet
The words repeat,
Of peace on earth, Good-will to men."

—*Longfellow.*

Whoo—whoo-Dass-al.

IMPROMPT-I

Girls, How-dy! Last year we had a Sunday afternoon at Sausalito, and it was voted a success—so why not a repeat? We will take the 3:15 Sausalito boat at the Ferry on Sunday, September 28, and that will offer us about an hour and a half or two for a ramble. Last year we walked out to Fort Baker, and it was just an easy tramp. We will dine at the Alta Mira Hotel and have a cheery time. So, come on with

That Impromptu-I.

THURSDAY NIGHT OPEN HOUSE

Ever stop to think what "open house" means No formality, come in, make yourself at home have a good time.

Forty-one members and two guests spent the evening in the club rooms Thursday last, and apparently had a good time. If they didn't, they were very polite, and said they did any way.

Bessie Henderson, who has the Thursday evening habit at the City Club, broke away last week and, for the first time came in to see what was going on at the B. & P. She says she will come again, and we felt proud of that because we do not offer anything in the way of special entertainment.

Margaret Mary Morgan came in for a "bridge lesson," and we are wondering if she is going to take the subject seriously.

Mrs. Wiltse had a guest from Omaha who hopes to become a San Franciscan, and Miss Robbins' guest, Miss Hicks, will, we hope, decide to become a member.

Delicious cakes from Hazel Ramon, Bessie Henderson and Ruth Shaw.

M. D. C.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 | OCTOBER 4, 1930 | No. 40

Weekly Program

October 7—DINNER MEETING, 6:15 P. M.
Western Women's Building.
609 Sutter Street.
BUSINESS MEETING.
October 9—Choral Section, 6:45 P. M.
October 9—Thursday Open House,
8 P. M.
Hostesses
Sylvia Kempton
Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello
October 11—EVENT, 12:30 P. M.
Vallejo Ferry.

Coming Events

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic*—Fourth Monday, 7:30.**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

FIRST DAY GLIMPSES OF THE CONVENTION

By Jean E. Kerrison

My convention roommate, Nettie Smith, and I arrived at Asilomar in the neighborhood of 12:30 on the opening day of the convention. As my assignment was covering the luncheon of that day and also the afternoon session, I immediately registered, for no meal ticket—no lunch, and hurried to Scripps House, where luncheon was being served, but much to my dismay and the calling of my inner being for nourishment, found I had to wait for the second sitting owing to the fact that about forty were expected for lunch and over 100 put in an appearance, but once seated we were quickly served.

The speaker of the day was Laura Bride Powers, of the old Custom House at Monterey. Her subject, "Old Monterey," was a most delightful one and told in a most interesting way, but let me tell you right now, don't believe all the romantic stories you hear, for some day sooner or later you are bound to be disillusioned.

Then came the opening of the Convention, which took place in Merrill Hall with President Ida M. Reed presiding, and we were welcomed to the Convention by charming Helen Ward, president of the Salinas Business and Professional Women's Club. President Reed's address was short and to the point, a characteristic of hers. Convention rules and regulations were given by Annie Little Barry, parliamentarian; then the passing upon and accepting of reports of the vice-presidents and and committee chairmen, thus bringing to a close the afternoon session of the Convention, and my career as a reporter.

EVENING AT ASILOMAR

By Lilian Elias

Asilomar, Retreat by the Sea! And truly it is a retreat by the sea, the sea with its ever changing moods of color and sounds.

It has been assigned to me to tell you something about the first evening of our Convention held at Asilomar, whose name comes from the Spanish. It was for this reason and because the surrounding country was originally so closely connected with Spanish ideas and customs that the Convention was carried out as much as possible to represent a Spanish fiesta. The costumes of the Hostess Club, our Choral section and others bore out this idea.

Our first dinner table was decorated with baskets of luscious grapes, small senorita dolls and Spanish hats. We were each given a beautiful address book, compliments of the peninsula clubs. While the different clubs were giving their songs of welcome and greeting, echoes of songs and laughter came from the Exits, which made us wish that we could be with them also. They finally did allow us a glimpse by parading around the room and showing us their costumes. Our own Callie Bachich wore the outstanding costume; I wish you could all have seen her representing Neptune's daughter.

The evening entertainment was given in Merrill Hall after dinner. Miss Ethel Carroll, Third Vice-President of the State Federation, was chairman of the evening, and was dressed in a very pretty Spanish costume. Here we heard a reading by Miss Mary McMurty of Burlingame about Pharaoh's Daughter with her maid, "Toting her trail behind her." Much laughter! It was so well rendered.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

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Editor .....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Office Hours from 9:30 a. m. to 4:30 p. m.
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Purposes of the Club

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We were then given an address by Mrs. Edith Bristol of the Call-Bulletin, who calls herself—not a writer, just a newspaper woman. Her inside glimpses of interviews with various people and how she obtained them were most varied and interesting.

On this evening the Salinas Club had a stunt of an early day wedding to represent the wedding of Senorita Ida with the Federation, which was very picturesque and very pretty.

By this time our first evening was drawing to a close. Club members greeted other club members; it is always good to renew friendships. We then found our own little groups and as one by one said goodnight and we trailed up the hill to our own cottage, we all voiced the conviction that the 1930 Convention was to be a most successful one.

EVENT OCTOBER 11TH AND 12TH

Have you made your reservations for *Lokoya*? If not, do so at once, as there is just one week left. *Lokoya* is situated on the summit of the Coast Range, and is surrounded by majestic redwoods and other California trees and shrubs, and who could ask for anything more beautiful than a trip into the woods in the fall with rustling leaves and soft breezes? Romantic, what?

There will be a bonfire Saturday night, so think up your best ghost stories, as you will be called on. Golfers bring your clubs, or if that is too strenuous, how about a game of croquet? Tennis for the real energetic; hiking or swimming. Something for everyone. We will leave on the 12:30 noon Vallejo ferry (northern end of the Ferry Building). Remember, the boat will not wait, so get there early. Price, including everything, about $8.50. Send check with reservations to Mrs. Burlingame. Guests are welcome, as we have lots of room.

CAROLINE BACHICH, Chairman.

PROCLAMATION!

Hear Ye! Hark Ye! Know Ye!

The Dramatic Section of the B. P. W. C. hereby sends Greetings to Everybody, that Everybody be and appear at the Community Playhouse, 609 Sutter Street, San Francisco, on Monday, the 17*th* day of *November*, A. D. 1930, at the hour of 8:15 of said day, then and there to witness the efforts of said Dramatic Section to amuse and entertain you, in the name of Sweet Charity; and for this attendance you will besought to come forth with a Mighty Dollar.

In subsequent document you will hereafter be advised of intimate details and the lives of the actorines!

Faileth not—lest you be sorry!

Signed and delivered by
GERTRUDE D. TUBBS, Chairman.

OPPORTUNITIES

A couple of months ago I talked to you about the opportunities which our club has to offer prospective members. Have you applied those suggestions to your friends? Remember it is as much YOUR job as mine to get new members. Application blanks can be had from Mrs. Burlingame or any of my committee.

ESTELLE V. WALKER, Chairman,
Membership Committee.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Clotilde Grunsky left on September 27th r the East and will be away the month of Octo- r. Oh, yes, she will be back in time to show you at she is just as good an actress as she is a isiness woman.

When Sara Ann Magill returned from her so- urn in Los Angeles, she found that she had quired a new daughter-in-law.

Did you know that Mrs. Lonella Williams Payne grandmother to a lovely boy who was born on ptember 15th? He has red hair, and his mother ys he is a future Stanford football player. Mrs. ayne is now in Hollywood. Her time is divided out equally between that place and San Fran- sco. She sends regards to all club friends.

Miss Ida Lord and Miss Jeanette Doub are ending their vacation at Richardson Springs.

The former Miss Naomi Harris is now Mrs. aomi Harris Jacobs, and here is where your oster comes into play. Her new address is 1200 hirty-fifth Avenue.

And while you have your little book at hand, lease change the address of Mrs. Henri Napier armer to 1582 Hawthorne Terrace, Berkeley. lso, Miss Margaret Dailey to 2222 Leavenworth treet, Apartment No. 303.

We are happy to be in receipt of a letter from ur esteemed member, Mrs. Ethel Woodruff. You new, did you not, that she has been in Los An- eles for a number of months, but, perhaps, you idn't know that she is with the Moon Glow Cos- etic Company? Possibly she may drop in on us efore long. We hope that she does.

Mrs. Nellie S. Ehlers has opened a private sec- retarial studio at 107 Eastwood Drive. We wish her the utmost success in her new business.

Your State President, Miss Ida M. Reed, your club president, Mrs. May Riley, and your humble reporter motored down the peninsula on Wednesday evening, the 24th, to the "Pot Luck" Post-Convention dinner of the San Mateo and Burlingame clubs, which was held at the Congregational Church in San Mateo. Our hostesses gave us a hearty reception, and made us feel that we were, indeed, welcome. Have you not always felt that the peninsula clubs are ever friendly and hospitable and that it is a joy to contact them? An excellent and abundant dinner was served sans formality. Reports of the convention were read by the clubs' delegates and the convention stunts were put on for the benefit of those who were unable to go to Asilomar. We were very glad to be there and had such a delightful evening that we were loath to leave. By the way, get your State President to tell you that hen-duck advertising tale.

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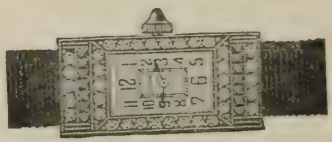

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GURTY'S GARRULITIES

Ah! Good tidings! You, who are minus families, homey environments—have you not felt lonesome of a Sunday evening—sorta wanted to have a friendly chat? List: Our choral leader, Mrs. LeRoy, now holds open house at her studio, 1909 Van Ness Avenue—west side, a bit south of Jackson—with a hearty welcome to all members and friends. Greetings, good fellowship, and a speaker with a word of interest. Isn't that great! Last Sunday was the inauguration and it was Mrs. LeRoy's birthday—and there was a cake—Yum! Yum!

Vanity — alas man's and woman's failing! I, too, fall victim—yep! A while ago, a certain member flattered—tickled me with being "clever" and I was all fussed up and almost admitted it! And now—horrors! Look what she was saying to me: "A person who is clever is worse than useless." Deah—Deah! Just fancy—how could you, Ethel?

Tipping—almost always irritates. One gads around, wonders the gratuities expected; oft begrudges, when services have been indifferent—yet it seems *the thing* to do. But! That Henry Ford, upon a specially chartered boat, in haste to fill an engagement—spurred the crew to action; they licked their chops in anticipation of the palm-warming. Henry alighted and gave "Thank you." He worth millions—me worth pennies!

Some more s'prises via the males. Our little Lloyd George takes a haircut—now we miss the silver fringe—and say—he looks frisky! And Bernard Shaw threatens to dye the beard—lays claim he is twenty years in advance of his time. Ay—ay—that's an alibi for a henna!

Will Rogers getting mixed up on the front page—and with Clara! Who'd have featured that combination? But there are unusual combines in Nevady! Hey? Will finds himself twixt truth and courtesy—even his humor cannot burst forth. Courtesy:

"Courtesy is such a lovely attribute:
Whether it mean a graceful little bow,
Or, even better, as we use it now:
A gracious act, by love for others stirred.
Courtesy is lovely—whether deed or word!"

ANNE CHENEY.

Adieu—-Dass'al.

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"IT'S AN ILL WIND THAT BLOWS NOBODY GOOD"

Horrors! Our cards were misplaced and w would ever think they would show up with twel new decks trailing along! Miss Irene Bock was much concerned that Mr. Jack Hayes of Wakelee Pharmacy answered her distress signal by dona ing the twelve new decks. Needless to state t hostesses are most grateful.

It was a small but happy gathering that a sembled Thursday night. Five tables of bridge an several groups of conversationalists. We than Daisy Prechtel and Mary Fennig for the delicio cakes that were served with the tea. F. J. E.

IMPROMPT-I

That was a charming Sunday in Sausalito—th quaint little town so near our glorious city, y seemingly another life.

We must take advantage of these October day so here be another little adventure. We are goin to the heights of Mount Olympus (you have rea thereof in the Business Woman latterly) Sunda October 5th. Take a No. 8 Market Street car an get a transfer, getting off at Castro and Eigh eenth — we will congregate there — Castro an Eighteenth, at 9:30 SHARP! We will then g our way, and explore. Not a difficult walk—plent of seats for views and rests and exclamations. W will take in Buena Vista Park, ramble about an eventually EAT! And how!

Come on—this looks intriguing! It is a new on for us and our guide is our own Alice Jones. Pre pare for scenery.

You are welcomed by

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 | OCTOBER 11, 1930 | No. 41

Weekly Program

B&P WC

October 11—EVENT, 12:30, Vallejo Ferry.
October 13—Book Section, 7:30 P. M.
October 14—Dramatic Section, 7:30 P. M.
October 16—Choral Section, 6:45 P. M.
October 16—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon
Irene Bock — Ruth Shaw
Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

NORTHERN DISTRICT MEETING

Sunday, October 26, is the date of the next quarterly meeting of the northern District. The business sessions will be held in our club rooms in the forenoon from 10:30 to 12:30. Luncheon will be served at the Women's City Club at 12:45. The price of the luncheon will be $1.25.

We are presenting a very fine program, of which details will be given later, but we want to say now that it will be our privilege to have the Honorable Florence Prag Kahn, Member of Congress, as the speaker. A theatre party for the Northern District will be held Saturday evening, October 25, of which you will be informed subsequently; but you can be making your reservations now with Gertrude Tubbs (price 50c).

It has been some time since San Francisco entertained the Northern District. We want a large number of our members present on October 26. Please make your reservations promptly with Mrs. Burlingame.

MAY F. RILEY, President.

THE POST-CONVENTION DINNER

Some two hundred members and guests gathered Tuesday evening in the beautiful ballroom of the Western Women's Building to do honor and pay tribute to Ida M. Reed, Past President of the San Francisco Club, re-elected State President of the California Federation of B. & P. W. Clubs for a second term at the Asilomar State Convention. Among the guests present from other clubs were Mrs. Caroline Webber, president of the Women's Traffic Club, with a number of members from that club; a large delegation from the Soroptimist Club; and representatives from the peninsula clubs.

It was an evening of happy memories for those who had attended the convention. The convention reports were given concisely and with humor, and were listened to with eager interest and appreciation by the less fortunate stay-at-homes. The Choral Section gave the San Francisco slogan, and sang their convention numbers charmingly. The evening closed with the room in semi-darkness, the Choral singing "Taps" softly to the light of flash-lights, as they had done on the beach at Asilomar.

We are starting upon a new year in the State Federation. If the San Francisco Club has given to Ida Reed in the past year a small part of the help and inspiration, which she so generously credits to us, we hope that help and that inspiration will be multiplied a hundredfold in the year to come. She has our faith and our love—we shall try to live up to her faith in us. We salute you, Ida Reed!

PROCLAMATION SECOND

Dramatic Night is Monday, that 17th day of November, A. D. 1930; the hour is 8:15—at the Community Playhouse—that charming little theatre. The tickets are now in the hands of the members of the Dramatic Section and various members of the club, and our Irma Burlingame—everyone ready, willing and happy to take your *Dollars*. Every seat is a dollar—every seat is a good one!

Here's a peek: There will be four one-act plays; there will be instrumental music, during Intermissions One and Three. Our splendid Choral is practicing an exquisite new number for Intermission Two. Next week I'll let you have another squint. But—GET YOUR TICKETS NOW! Bring your friends—have a jolly party. Great when you know the Stars!

GERTRUDE D. TUBBS,
Chairman Dramatic Section.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By Charlotte F. McClelland

It will be good news to you all to hear that Miss Johanna Heim visited the club rooms on Monday, the 29th of September. The event was her first outing. We sincerely wish that she will be meeting with us, as of old, in a very short time.

We believe you would like to know who our talented members are who won prizes in the Photographic Contest at Asilomar. In the Advanced Amateur Class, Miss Viola Hawke was awarded the first prize, and Miss Gertrude Rogerman received a blue ribbon. In the Amateur Class, Miss Lydia Floan received first prize, Miss Marie Wilkening took second prize, and Miss Belle Banz received a blue ribbon. We are very proud of these ladies.

And now to tell you a wee bit about that wonderful post-Convention dinner. Did we have a large attendance? Well (nonchalantly), somewhere in the neighborhood of two hundred. There was such a crowd we fear that we were not able to see everybody, and so, if some one is overlooked, please forgive us. Some of our good neighbors from Burlingame favored us with their presence. And from our own club we had the dear mothers: Mrs. Banz, Mrs. Drake, mother of Mrs. Drake Le Roy; Mrs. Lidstone, our first Vice-President's mother; Mrs. Morrow and Mrs. O'Brien. Mrs. Anna Hunt entertained the following members of the Soroptimist Clubs: Matilda Kahn, Eula Cooper, Anita C. Trenchard, Mildred Friend, Emma Wales, Mae Carr, Florence Hindes, Esther Pearson and Lillian Chalmers. We were happy to see these members who have not been with us lately: Miss Elma Bailey, Mrs. Lillian Hall. Mrs. Mabel Johnson, Mrs. Belle S. Simmons, Miss Susan T. Smith, Miss Meta Bolte, Miss Florence Calderwood, Miss Marie Spengeman, Miss Marie Wilkening, Dr. Phillis Bourne, Mrs. Daisy Bruhn, Miss Lola Stellman, Miss Adele Metzner, Miss Rita Mullowney, and Miss Blanche Stevens, a new member. Quite a number of members entertained guests, and among those noted were: Mrs. Sarah McLaughlin, with Miss Edna Stewart; Mrs. Traut, with Mrs. Gertrude O'Donnell; Miss Margaret Girdner, with Miss Virginia Bartlett and Miss Myra Gibson; Miss Margaret Dailey, with Mrs. Bernice Renfrow, a prospective member; Miss Hazel Ramon, with her sister; Mrs. Stella Kirby, with Mrs. McKay; Miss Pat Livingston, with Dr. Create Crocket; Miss Cornelia Seeley, with her sister-in-law, Mrs. Seeley; Mrs. Louise

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)'Hara, with Mrs. King; Mrs. Katherine Cosrove, with Mrs. Gorman; Mrs. Sara Ann Magill, ith Miss Amy Sharpe, a former member, and Irs. Nellie Ehlers, an absentee; Mrs. Mary rookston, with Miss Myrtle Nelson; Miss Jessie IcKinney, a new member, with two guests; Mrs. ose Miller, with three guests; Mrs. Alfonso, one uest; Mrs. Furst, two guests; Miss Sylvia Kempon, one guest; Mrs. Helen Doble, one guest; Iiss Betty Walton, one guest; Miss Edith Floyd, ne guest.

Mrs. Lucia Raymond Steidel is home again and ttended the post-Convention dinner.

Miss Elsie Miller has been transferred to Los ngeles. She left last week. Her address is 530 . Sixth Street, Los Angeles.

Miss Bertha Pierce has just returned from a eek-end trip to Los Angeles.

Mrs. Jean Bishop expected to leave on October st for a two weeks' visit in Portland, Ore.

We have another nice note from Miss Virginia Iarshall. This time it is from Wailuku, on the sland of Maui, T. H. She had been there a week, hen she wrote, and was in love with it. She has car with her and intends to visit all the intersting places, especially Haleakala, the extinct olcano. Miss Marshall will be in Wailuku until he first of November, but mail should be adressed to her to the Alexander Young Hotel, Honlulu. She wishes to be remembered to all whom he knows.

Miss Lillian Palmer writes a typical letter from os Gatos. It is so good we feel sure that she ill forgive us if we quote it. It reads: "Dear ecretary de Luxe: Wouldn't it have been a scanlal if the onery President had to be posted! We re in the city a good deal just now, and I hoped o run in with this check, but so far have been alked. We are attending to our flat foot, which neans we visit the flat and foot the bills. Later n when our foot is somewhat recovered, will ho-ly be in. With love to all my little pals, illian Palmer."

THIS MEANS YOU

How many new members have YOU brought in? Remember, there are three prizes offered to the three members signing up the greatest number of applicants—and they are prizes worth working for. YOU stand a good chance to win one. Get busy now and bring in three or four new members in the next three months.

ESTELLE V. WALKER, Chairman,
Membership Committee.

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THURSDAY ECHOES

At our last "Open House," one member said to another, "I don't know what I would ever do without our club. I certainly would not have stayed in San Francisco for a minute if it hadn't been for the charming contacts I made through the B. & P. Club." This was said in all sincerity, and I know there are many others who feel the same about our club and what it does for us. The Thursday "Open House" gatherings give us the opportunity for making many splendid friends.

It was such a nice gathering last Thursday. Home-made cakes were contributed by Charlotte McClelland, Merle Currington and Alice Kennedy —and, girls, the cake made a big hit. I feel sure it was one of the deciding factors in the signing of a membership application by Hazel Britton, although Hazeldean Mitchell said Hazel Britton came with but one purpose in mind—becoming a member—and nothing could have stopped her. Time to feel "puffed up," girls—someone must have told her the truth about us! We liked Hazel, and hope to see her often.

Speaking of cakes and memberships—Ida Lord was in her element—just beamed and beamed and beamed, as only Ida can—all the cake she could eat, and a new member! Some people just have all the breaks!

We had several charming guests. Nettie Smith brought Mrs. Emilie Holdridge, and Hazeldean Mitchell brought Mrs. Effie Frazier. Nell Boardman had Hazel Britton under her wing. If smiling faces mean anything they enjoyed being with us as much as we enjoyed having them. We like to meet the friends of our members.

Just as we were leaving I saw Nell Boardman and Rae Morrow whispering in a corner. I edged near them and put my listening ear to work, but the only word I heard was "Hallowe'en," but that was a-plenty. It won't be long now! Watch THE BUSINESS WOMAN for particulars.

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GURTY'S GARRULITIES

What are we doing to the dear English language? We awful Americans! One of Oxford's elect says, "Americanisms are crashing the gate" of the mother tongue. Our colloquialisms are creeping into the press, on the stage, into the very mouths of the populace! Tell us, Old Thing! What's more expressive than our slangisms!

Sunday Closing Law boo-ing at us, on the ballot next month. The barbers now rowing about it. Fauncy: Not having a shave of a Sunday—how hairy! Not being able to purchase a posy; a snitch at the delicatessen; a pill from the apothecary! Mayhap a weary traveler may find himself upon a park bench—all hostelries being blue-lawed! Tsch! Tsch!

The Embassy offering "Old English"—an enchanting hour with George Arliss—do not miss this gem! And our Alcazar throws open its doors again—how happy we are! Seemed sort-a lonely without the old place lit-up. And Bert Lytell—opening up the President—old days revived; if I am not mistaken, he christened the old Alcazar at Steiner and Sutter; then came Evelyn, later his bride. Now he's had three or four brides—how he hath progressed! Mebbe!

La-de-da—the ice-cream-eaters WE. Easy to believe—every dinner gathering has an ice-cream finish! Anyhow, our quota is three gallons per person per year—Ugh! And some are queer—and do not partake—that makes the average nearer four—you take mine!

Here's a new one for a honeymoon: A snug little cell in the county jail. Original—yet not intriguing! Nice couple are snoozing at the Ambassador; bing bang at 5 a. m. Whisk! And away to the county jail, and just because the groom borrowed an auto for the honeymoon trip—without permission. Cruel wurld!

Have you noticed this Henry Ford—how he sells himself almost daily?—he even eclipses Aimee—and Clara. Yesterday—takes off his coat and starts the work in a German factory. Today: Predicts a minimum wage of $27 per diem—five days per week—in 1950. Gosh—hope I'm still sticking around, so I get in on the pickins.

Ah-ha, these men are edging in—and girlies get giddy-ish. Past enrollments at Teachers' College disclose but a stray male or two. This year, the poor boys need the Yobs, too—110 of 'em going to butt in on these Fat Salaries! What a thrill for the school-marms—a nice he-male, within tapping!

Poetry—from the Chicago *Daily News:*

"The moment I plop in the bath-tub,
When I'm in the house all alone;
As clear as a knell,
Comes the sound of the bell,
And I drip all the way to the 'phone!"

All-wet; Dass'al.

BOOK SECTION

COME— LOOK—LISTEN!

On October 13th, Mr. Harold A. Small will speak to us on "BOOKS OF INTEREST OFF THE BEATEN TRACK." Mr. Small, Book Review Editor on the San Francisco *Chronicle,* is a splendid writer and an excellent speaker. Mark this date on your calendars, and fill the club rooms that evening. You will find the time more than well spent.

JEAN DOUB, Secretary.

EVENT—OCTOBER 11th-12th

Very last call. We still have room for a few more, so put on your outing clothes and come along with us for a carefree week-end. Bring warm sweaters or coats, as we are going to sit around a big bonfire and tell stories, and maybe there will be some impromptu stunts. Don't forget, everyone is in on this, so think up your best stories. Golfers, don't forget your clubs.

We will leave from the northern end of the Ferry Building on the 12:30 Vallejo boat, and you may get your lunch on the boat. If anyone would like to go on this trip, who cannot make this boat, you may take the 3:15 and I will arrange to have a car at Napa to pick you up and bring you to the Lodge, but please let me know not later than FRIDAY. We will leave the Lodge Sunday afternoon, returning the same way, and those who desire, may have their dinner on the boat. We will arrive in San Francisco a little after 8 p. m.

This is the last week-end trip for 1930, and I feel it is going to be the jolliest, so I hope everyone who can will come along and enjoy it with us. Price about $8.50. Send your check with reservation to Mrs. Burlingame.

CAROLINE BACHICH, Chairman.

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Weekly Program

Coming Events

October 21—DINNER MEETING, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
SPEAKER: Capt. Julius Lauterbach.
SUBJECT: "SEA FIRES."

October 23—Choral Section, 6:45 P. M.

October 23—Thursday Open House, 8:00 P. M.
Hostesses
Mary Fennig
Lillian Howie Lilly Tufts
Mildred Adams Jessie McKinney

Please make dinner reservations early at Club Rooms, PR ospect 8347

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

NOTE WELL!

In presenting Captain Julius Lauterbach as the dinner speaker October 21, the program committee is adding one more to its many laurels. Captain Lauterbach was chief officer of the former German sea raider, "Emden," and was stationed in the Indian Ocean during the war. His many thrilling experiences include his capture and imprisonment at Singapore for two months, followed by his escape.

For the past two years Captain Lauterbach has been on a good-will tour of the world. He is under contract with the Alber Bureau of Public Speakers, having already appeared before numerous clubs. It is due to the courtesy of Mr. Gustave Severin, whose fascinating talk of April 12 will be remembered by the members, that our club is to have this unusual opportunity. A large attendance to hear Captain Lauterbach is anticipated.

"DISTRICT DAYS ARE HERE AGAIN"

When the clubs in the Northern District meet every three months, the occasion is always thoroughly enjoyed. There is a fine spirit of fellowship pervading these meetings, and one leaves the sessions feeling much the gainer for contact with the members of the various clubs located in Northern California.

The next quarterly meeting has a particular interest for us. The meeting will be held in San Francisco. It has been practically two years since we were hostesses at a Northern District meeting, so let all of us make October 26 a definite club engagement and attend the morning session in the club rooms and the luncheon at the City Club.

We have, what we consider, a most attractive program to offer:

The business sessions of the District will be held in our club rooms, with round table discussion at 10:30; business meeting at 11:30. Miss Marie Green, president of Northern District, will preside.

Then we shall go down to the Women's City Club where luncheon will be served at 12:45; $1.25 a plate. MAKE RESERVATION WITH MRS. BURLINGAME.

We are happy to announce that the Honorable Florence Prag Kahn, member of Congress, will be the speaker of the day. Mrs. Kahn and her constructive work at Washington are too well known to need any description here. We shall be indeed proud to present Mrs. Kahn. Then Miss Mary McMurty of Burlingame Club has offered to give us a reading. Her delightful characterizations given at the State convention remind us of the pleasure we have in store.

The music will be presented by our Choral, under the leadership of Mrs. LeRoy.

President Marie Green felt it would be enjoyable to have a theatre party, so Miss Gertrude Tubbs is taking reservations for Saturday, October 25. Miss Tubbs tells me that she has made reservations for that evening at the Geary Theatre, where Dorothy Burgess will play in the "Bird of Flame." The price will be only fifty cents (gallery seats). Please send this amount to Gertrude Tubbs so that she may complete the reservations.

We sincerely trust that a very large number of our own members will attend the theatre party and the Sunday program; and in that way assist Miss Green realize a most successful meeting of her district.

MAY F. RILEY, President.

PROCLAMATION THIRD

'Tention! There's a Dramatic Night on Monday, that 17th day of November—only four weeks hence. Have you your ducats? Hurry there, lest

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you be sorry and sad. Be a "big-butter-and-egg" girl, buy a group, take the family, show the friends! Let's have a sell-out, right soon!

Want back-stage gossip? Well—there's to be an Irish number, which gets a wee rough—you'd expect that—hey? The humor in the mouths of veterans! . . . Ah, a dainty French tid-bit, flirtatious, saucy; and the flirt: She's a Wow! . . . Hist: An Oriental Tragedy, full of atmosphere, teeming with real acting. Wish we might disclose the actorines: Professional amateurs! . . . And, a modern satire, attempted by three Ambitious Would-Be's; bi-weekly they struggle to clip the angles—do something with their superfluous hands—acquire ease! You must see them all.

More next week. Meantime—GET YOUR TICKETS.

GERTRUDE D. TUBBS, Chairman,
Dramatic Section.

THAT DAYLIGHT QUESTION

By SARAH A. MCLAUGHLIN

"To save or not to save," that was the question that brought forth an earnestly disputed debate at the last meeting of the Civic Section. Mrs. Edward Wales, Secretary of the Federated Clubs, opened the discussion. As she proceeded, one was almost convinced that daylight saving was the most desirable and beneficial thing in life, and was being generally demanded. Eastern cities and States had fallen into line in the progressive movement, and it was for California now to carry the innovation to the Coast.

Both sides used the overworked farmer as a fulcrum upon which to base opposing arguments. Also great stress was laid on extra playtime for the kiddies; father was pictured rushing home to enjoy the delights of domesticity. It sounds as though we were all to have a great big play time, that being the end and aim of the movement; yet the exponents declare it to be a profitable economic movement, but offer no substantial proof of the assertion. A great many European countries, with the exception of Russia, have daylight saving, but it has also been tried and abolished in many communities.

Each side presented rather an impressive list of business and agricultural organizations, some favoring it, some opposing. Perhaps the most outstanding fact against it is that neither the Post Office nor the railroads conform. It is also argued that the farmer adjusts his work to daylight through the varying seasons, and it would be difficult for him to adjust the new time with the habits of his animals. If he is sending out his products for distribution by rail he would have to meet the standard time, but if by truck, he would have to meet the daylight saving time, which seems to be disturbing to his established routine. Even the gentle bossy registers her objection to advancing the clock by holding back on her lacteal supply, thereby cheating the poor farmer.

Mrs. Walter McGinn, of the Allied Amusement Industries, presented the opposing side with a flow of quiet eloquence. She freely admitted the opposition of the moving picture industry, but pointed out how far-reaching that industry is, and how thousands of moderately-salaried persons are depending on it for a livelihood, and it cannot be materially hurt without hurting business in general. In some of the smaller communities, under daylight saving, the theatres have been forced to close. But Mrs. McGinn was able to show by a bewildering list of names that the moving picture industry did not stand alone as objectors.

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The most weighty objection in the average business office is that, the post office not conforming, the office force would be one hour ahead of the mail in the morning and one hour behind in the afternoon; this would be more apt to result in overtime.

The opposition also shows that extended playtime would result in [illegible] and that we would not have such a joyous, frolicsome time as the other side would have us believe. The opposition's arguments were well sustained by a red dotted map which showed the all-important fact that only 3% of the total area had the daylight saving plan, and the remaining 97% appear to be getting along very well without it.

CLUB NOTES

By Charlotte F. McClelland

Miss Ethel M. Hamilton, our associate member, who has been separated from us all too long, although not out of touch with us, writes to us from New York City, enclosing her membership dues and a check for $5.20 in favor of the Ada Margaret Brayton Endowment Fund, and expresses her appreciation of her membership. She also appreciates being remembered on special days with "sunshine" cards from our ever-thoughtful cheer distributor, Miss Matilda Schimpf.

A little bird has whispered that Miss Jessie Kant is to be married next month, and that her future home will be in Marin County. Our very best wishes, Miss Kant.

Another little grandson has arrived in the club family. He is now two months old, and Mrs. Mary Ellen Holt is the fond grandmother.

Miss Margaret Girdner and Miss Lydia Johnson are sharing an apartment at the Warrington, 775 Post Street. This item means a change in your roster.

We have asked ourselves why we have not seen more of Miss Eleanor Robson, and now we have the answer. She has purchased a seven-room home in Lansdale in beautiful Marin County. The lovely house sits in a garden, and there is a grape arbor, a miniature orchard 'n everything. Lucky lady!

Our state president, Miss Ida Reed, departed Wednesday, October 8, and Miss Caroline Bachich, state secretary, left the following Saturday night to attend the State Federation Board meeting held on October 12 in the Alexandria Hotel, Los Angeles.

Mrs. Frances Raymond left Wednesday on the night train for Salinas on a business trip.

And last, but not least, we have to inform you that Miss Genevieve Bowers, that was, is now Mrs. C. H. Goodell. Our good wishes may be a little late, but none the less sincere.

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GURTY'S GARRULITIES

Tra-la-la-la: I'm glee-ful (small things, small minds). At last, I know our "bank debits." L. A. being unable to cope with our bank clearings, refused the figures—went in for "bank debits," which invariably exceeded our clearings. I've fretted and stewed to get our "debits," and that State Chamber of Commerce "spilled the beans." The week ending October 1, 1930: S. F. bank debits, $309,167,000; L. A. same period, $242,463,000. Says which!

Snooping along Powell: Wooden Indian takes to modernism. Mouth wig-wags, puffs a cigar, and chit-chats. . . . Modernistic beauty salons, dazzling the optics on the outside — performing miracles within. . . . Glamorous sidewalks—a ship's deck in front of Bernstein's Ship. That's an eaterie for you, ship lovers! Hie you hence, get a sea-going thrill—every little detail aboard ship is there for illusion, 'cept the spray and the dip!

Alcazar and President — capacity houses on opening nights. At the Alcazar—how we gushed and mushed—bubbled over—I believe a yellow pup would-a got a hand. Duffy speeched—said reverses resulted not from lack of support—S. F. theatres had always paid. Nice—but: The tariff has been raised to $1.50. Inconsistency, not always feminine? Lytell at the President—an ovation! The show is A-1. I recommend it —thrilling—plenty of humor—well staged and perfectly acted.

A sap in the weave of a specialist: Seeks appointment, gets distant audience; arrives on time; ushered to horn-rimmed secretary, questioned on financial status; placed in ante-room—to wait; nurse drags to cubby-hole, queries the antecedents—and you wait; second nurse, conducts to another port, takes blood count, etc.—and you wait; graduate to a vantage in touch with sacred portal—and you wait. At last: In the august presence! Wise looks, intimate disclosures, mysterious yeses, interruptions — and: To another room, where assistant performs antics. Decision: You are an uncertainty, hieroglyphics are placed in your palm—you leave in a haze. Bill follows —and you pass out!

TAKING AN INVENTORY OF SELF

(Twisted from a poem in *The California Beacon*)

"Look closely, as in other girls you note,
The last year's hat and the seedy coat;
Pick the flaws; find fault, forget the girl is you
And try to make your estimate ring true;
Confront yourself, and look you in the eye—
Just stand aside, and watch yourself go by."

Hard-to-do—Dass'al.

BE CLUB-MINDED

What does membership in our organization mean? It means just whatever you want it to mean. If each of you will do your share of the club work you will find it means much more to you than if you just pay your dues and come when you feel like it. Get "club-minded," attend the sections, meetings, etc., and then bring all your friends and let them share the club with you. It wouldn't be long before you SIGNED THEM UP.

ESTELLE V. WALKER, Chairman,
Membership Committee.

HAPPY TIMES

The gathering Thursday evening seemed radiant with the joy of spending an evening at home; several charming guests added to our enjoyment and one was heard to remark: "I never knew that just girls could have such a jolly time together," and, frankly, neither did I until I became a B. P. W.

It gave us real pleasure to welcome Dr. Cross who, though a member of long standing, has not before visited us on Thursday evening. We were also happy to greet Miss Sharp, and hope they will both visit us often.

The delicious tea contributed by Jeanne Goodwin added zest to several animated bridge games and the luscious cake furnished by Hazeldean Mitchell surely tempted those "counting calories" to forget until tomorrow—how many they had consumed!

B. W.

IMPROMPT-I

There are so many of you girls who just like to tea with us, how about trying out the Sir Francis Drake Hotel? Meet there in the lobby at a quarter of four, next Saturday afternoon, and we see what we'll see—hey? Come on, have a tipple with

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 | OCTOBER 25, 1930 | No. 13

Weekly Program

October 26—Northern District Meeting and Luncheon.

October 27—Civic Section, 7:30 P. M.

October 28—Dramatic Section, 7:30 P. M.

October 30—Choral Section, 6:45 P. M.

October 30—Thursday Open House, 8:00 P. M.

Hostesses

Alice Kennedy
Betty Walton — Almyra Duffey
Grayce Dempsey — Amanda Heuerman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

PROCLAMATION FOURTH!

Again—that Dramatic Night—Monday, the 17th day of November, ah: But three weeks hence. Have you your tickets? Yes—No—aren't you going? Why not? Don't you want to laff? Don't you want to feel the hum of friendship in that audience? Don't you want to give us a hand? Come on, there, join the Big Parade, give yourself a good time, and make us all happy!

There are just a dozen of the Dramatic Section in action, and how we are rehearsing! You should see our manuscripts—getting frazzled with usage. We walk along the streets mumbling our parts, gathering threads where we feel lacking. And—Shish! I should keep a secret—but being just a mere woman—how can I? We are getting coached by a prof! Yep—you'll be surprised how magnificently we'll cavort! We are learning stage tricks, acquiring technique! Care has to be exercised lest we become temperamental and hear the call of the Talkies! Dash it all, now, you're in for a Real Treat—so, do it now, right now, get your tickets!

S'more next week.

GERTRUDE TUBBS, Chairman.

A WONDERFUL OPPORTUNITY FOR YOU

The meeting of the Northern District at our club rooms on Sunday morning is, of course, of more interest to our membership than to prospects, BUT the luncheon at the Women's City Club at 12:15 is an ideal time to bring your friends. The program is perfect, and there will be a good attendance, so ring up your various friends and then tell Mrs. Burlingame how many friends you will bring.

ESTELLE V. WALKER, Chairman,
Membership Committee.

NORTHERN DISTRICT MEETING—OCTOBER 26

If you have not already done so, telephone Mrs. Burlingame that you want a reservation for Sunday, October 26, so that you can

ATTEND THE NORTHERN DISTRICT MEETING and KNOW WHAT IS OF IMPORTANCE TO CLUB MEMBERS IN NORTHERN CALIFORNIA
HAVE LUNCHEON AT THE WOMEN'S CITY CLUB and HEAR HON. FLORENCE P. KAHN SPEAK ON WASHINGTON OBSERVATIONS

Also

Readings by Miss Mary McMurty, of Burlingame, and delightful songs presented by the San Francisco Choral

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DO YOU REMEMBER WHEN—

There was no Business and Professional Women's Club?

A meeting was called by our own Lillian Palmer, founding our club?

We held our meetings at the Hotel Ramona; the States; Kearny Street; Market Street; the Bib'n Tucker?

We did not have the membership we now enjoy, nor the club rooms we now luxuriate in?

This November marks the fourteenth anniversary of our club. We are going to celebrate the occasion at the

BUSINESS MEETING—NOVEMBER 4.

And in line with the recollective atmosphere of the meeting, we shall have dinner at the

BIB AND TUCKER,
334 Sutter Street.

Time, 6:15 Price, $1.25

Lillian Palmer and all our past presidents will be present. We shall attend to our regular business meeting first, and then spend the evening in an informal gathering among ourselves. A "remembering" program is being planned. Because this is a business session, we are not bringing guests.

This dinner will be something to "remember." Be sure to make your reservations with Mrs. Burlingame.

MAY F. RILEY, President.

FORTUNES AND BRIDGE

Last Thursday night might well have been termed "Guest Night" at the club. We had so many charming guests, we feel each one should be given special mention.

Miss Rose Peterson accompanied Dr. Phyllis Bourne. We heard a whisper that if we were particularly nice, Miss Peterson might join our ranks. Let's hope we made a good impression. The Misses Lillie Becker and Claire Weber were the guests of Belle Banz, whom they inveigled into a bridge game. Hazel Dominick brought Miss Irene Campbell, and, last but not least, Miss Irene Ryan came with Ada Brace. By the way, Ada's fortune-telling ran a close second to the bridge table in popularity.

To make our evening truly successful, Mrs. Crookston brought us a lovely cake. Judging from the remarks heard on the side-lines, the evening was voted a success by everyone. Don't forget that on Thursday evening, October 30, there will be some special Hallowe'en features.

H. R.

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A CONVENTION POT-POURRI

(Due to lack of space, detailed reports of delegates to the State Federation convention will not be printed in the BUSINESS WOMAN, as originally planned. A brief digest of these reports is appended.)

The Friday morning session of the convention was occupied with committee reports. At noon a barbecue was held in the lovely Salinas Park, which was one of the delightful social functions of the convention. Opportunity was given to visit local industries in Salinas, followed by tea at the Monterey Custom House. The day ended with the Slogan Dinner, stunts at Merrill Hall, and an address by Lyman Bryson, of the University of California Extension Division, who spoke on "Our Intellectual Climate," which was a fine intellectual treat.

The Saturday morning session was characterized chiefly by the election of officers, which, as you know, placed Ida Reed in the chair for the coming year. Saturday noon the San Francisco Traffic Club and our own club were hostesses at the Photographic Luncheon. The elaborate table directions had been arranged by the Traffic Club, our own club furnishing a photographic placecard.

Following luncheon the prizes in the Photographic Contest were awarded by May Riley in the absence of Johanna Heim, chairman. Katherine Dougan, well known professional portraitist and a judge in the contest, gave an instructive and entertaining talk. The crowning number of the San Francisco program was the rendition of Spanish songs by the San Francisco Choral Section. Arrayed in colorful Spanish costumes, bringing with them all the atmosphere of old Monterey, it was a joy and a delight to listen to them.

It was a gay and festive scene, as over three hundred gathered in the candle-lighted dining hall, Saturday evening. At the close of the dinner a torchlight procession was formed up to Merrill Hall to hear Miss Clements' talk on "Minding Your Own Business." The new officers were presented, the awards of cups were made, a stunt by the Southern District, and the eleventh annual convention was officially ended.

The Pajama Breakfast, Sunday morning, was the finale to the convention, and a variegated, colorful spectacle it was. Then, hasty packing, good-byes, and we were homeward bound.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

We are sorry to hear that Miss Virginia Anderson is ill at her hotel, the Hotel Colwyn, 1528 Sutter Street. Will friends please telephone before calling.

We have a card from Ima Perry, of 75 Alpine Avenue, Los Gatos, who lost three hats at or near Asilomar—a brown felt, a black felt and a new brown velvet beret. If anyone found these hats, we know they will want to get in touch with Miss Perry.

Here are a few changes for your roster:

Dr. Margaret Crosse, 1001 Pine Street, Apartment 506.

Miss Evlyn Mitchell, 1035 Pine Street, Apartment 42.

Miss Nell E. Reid, 810 Eddy Street, Apartment 302.

Mrs. Margaret Wrenn, 1290 Grove Street.

Mrs. A. E. Neuenburg, who was in the club rooms last Wednesday, was delightfully enthusiastic over a splendid two-weeks' motor trip with Mr. Neuenburg to Bellingham, Washington. Going north, they drove over the beautiful Redwood Highway, visiting the Oregon Caves, Crater Lake and Mt. Rainier; then over that superb scenic drive, the Columbia Highway and Mt. Hood Loop, and home via the Pacific Highway, full of the joy of living.

The home Miss Edna Hansen was building at 104 Occidental Avenue, Burlingame, is completed and she is now thoroughly enjoying the delights of a brand new house.

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GURTY'S GARRULITIES

An automotive somersault: Young sprout in Ill-y-noy becomes Traffic Wise Guy, advocating special school of instruction for our side in the art of signalling. Population, weighty with females, overnight he is submerged; by another dawn, discovers the rare ability of woman at the wheel! That's getting results—Pronto!

No more north—no more south; like unto marriage we are one—we'll live scrappily ever after. Downtowners from L. A. embrace Downtowners of S. F. Hospitality runs away with the show. Even the weather joined: "On Sunday, we gave 'em S. F. climate (rain); on Monday, we gave 'em L. A. climate (sunshine)." Magnanimity!

Dubious: Post Street Store flings wide the door with huge splash of sales; reputation paramount of huge bargains—Oh-oo! Crowds elbowing, eager to grab. Critical eye takes stock—example: Big type, soap special at $1.37—pay and pack. Across the divide, same brand, same size, special at $1.35—delivered and pay-when-they-catch! Ditter that off!

Speakers' Table, plus the et caetera! And why the latter? The elasticity of this festive board. Space should vanish, that all might at the other gaze the better. Picture: Thirty-five male birds elevated for observation as they display their art of mastication—not all artists, either!

Reverting to childhood for our hours of play. Pee Wee Golf, seems a graft from croquet; bingo, a gambli-fied lotto; backgammon the last craze, the country over. Roos Bros. displaying elaborately fitted cases—only $17.50 (and in these days of limitation). Perhaps checkers and parchesi may follow; or we may even take to shooting marbles and flipping jacks!

WILDFLOWERS (Peter Newell)

"Of what are you afraid, my child?"
Inquired the kindly teacher.
"Oh, sir! The flowers, they are wild,"
Replied the timid creature.

Yeah—Dass 'al.

CIVIC SECTION MEETING

Do you ride on the street cars? If you do yo will be interested in the October meeting of th Civic Section, which will be held in the club room on October 27th at 7:30.

The program for the evening will be a discussio of the 35th amendment to be voted on at the com ing election. This is a measure granting an im portant and extensive privilege to the Market Stree Railway.

Mr. Timothy Healy, attorney, will speak in favo of the measure. Mr. Jesse Coleman, supervisor will speak against it. There will be an opportunit for questions and a general discussion.

This is a subject of vital interest and concern every resident of San Francisco. It is one on whic a voter cannot afford to take snap judgment bu should seek reliable information on both sides o the question. The measure is one that shall have far-reaching effect on our city's progress and wel fare, and should have the thoughtful consideratio of every citizen.

The meeting is open to all members and thei friends. Remember the date and come early.

SARAH A. MCLAUGHLIN,
Section Secretary.

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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President

The Business Woman

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Vol. 7 NOVEMBER 1, 1930 No. 14

Weekly Program

November 4—DINNER MEETING, 6:15 P. M.
Bib and Tucker Tea Room, 334 Sutter Street.
BUSINESS MEETING and "DO YOU REMEMBER WHEN?"

November 6—Choral Section, 6:45 P. M.

November 6—Thursday Open House, 8:00 P. M.

Hostesses

Sylvia Kempton
Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

ROMANCE OF WAR

By Margaret Girdner

Romance, Drama, and Adventure were the keynotes of the narrative lecture by Captain Julius Lauterbach at the dinner meeting on Tuesday evening, October 21st.

Captain Lauterbach may be resident of San Francisco according to the census, but he really does not belong to this generation at all. As he tells his thrilling tale of adventure, with his robust humor, he takes his place with those legendary figures of other days who have built up our fascinating records of exploration and travel—the pirates, buccaneers, merchantmen and men of war.

Captain Lauterbach had been a captain in the German merchant service on the China Coast for twenty-five years, but in June, 1914, was serving his required time as a Naval Reserve Officer on the cruiser "Emden." When the World War began, Germany knew that her possessions in the East were doomed to capture, so that their only plan was to effect as much damage as possible upon the Allies before their war vessels would be captured. Thus the "Emden" became a raider, and the story of its exploits and destruction become the prologue to the remarkable adventures of our speaker.

The Captain, who was confined in a prison camp at Singapore, finally managed to escape during a

WHEN YOU GO TO THE BIB AND TUCKER FOR DINNER NEXT TUESDAY, NOVEMBER 4

You will find Mabel Pinger (plus the black tin cash box of olden days) waiting for you.
Gertrude Mowder will "stand by."
The Reception Committee will escort you to a table seating four or six.
You'll be served a delicious dinner.
You'll hear the regular reports of the business meeting, and
When roll call is given, you will "remember when." (Bring your best remembrances with you!)
An impromptu program, reminiscent, of course, will be given.
Our honorary president, Lillian Palmer, will be with us, as well as our other past presidents, Margaret Mary Morgan, Clotilde Grunsky, Susan Harris Hamilton, Ida J. Lord, Ida M. Reed and Johanna Heim. Won't you come too? The more the merrier. We're fourteen years old. Let's celebrate!
(Don't forget to make your reservation with Mrs. Burlingame.)

May F. Riley, President.

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mutiny and made his way through the jungles of Sumatra to Batavia, where he was known and had shelter in the Dutch Club. Although the British had offered $50,000 for his capture dead or alive, he determined to make his way home to Germany for further service. His friends announced his death on a tiger hunt and gave him a splendid funeral; whereupon he left with a Belgian passport. Arrived at the Celebes, he made his way in a small boat to the Philippine Islands, where he crossed through the land of the Moros, and finally arrived in an open boat at Manila.

Hunted by the British, he shipped as a Dutchman to Shanghai; on a United States passport on the steamer "Mongolia" to San Francisco; as a Swedish stoker to Copenhagen. He was examined by the Japanese and British many times, but his knowledge of languages and his ability at disguise saved him.

Arrived in Germany, he was received by the Kaiser, and assigned to command of the first German "mystery ship" to destroy Allied submarines in the Baltic Sea. After the destruction of this ship, he became commander of another raider, "Moewe," where he served until the end of the war.

At the conclusion of the Captain's story, there was a dramatic appearance of Mr. Clifford, taken prisoner from an English boat by the "Moewe," who spoke briefly upon his experience and of the splendid treatment given the prisoners by the Captain.

Those of our members who missed this meeting, may read details in Captain Lauterbach's book to be published in November, but they will have missed an experience which does not often fall to us who are compelled to live close to cities and offices—actual contact with a maker of history and adventure.

PROCLAMATION FIFTH!

November wraps at the door and soon the Dramatic Door will open wide to bid you enter. We are READY! Ahead of schedule—are you ready? Have you your seats for that Monday Night, November the 17th, at the Community Playhouse, Western Women's Building—that Chummie Little Theatre? Every seat advantageous, 'cept extreme sides, and we are not placing them on sale. So do not hesitate, get in touch with a ticket seller, or Mrs. Burlingame, or the Captain of Seats, Lilian Elias. Buy your seats at once—DO IT TODAY!

Listening at the key-hole: "And it's periwinkles, is it?" . . . "If you wanted to be nice to me, you would take off your hat, and let me see your lovely hair." . . . "Sing to me, Fong Fah: I want one of the odes of Tsin. . . . "I don't want to go to the insane asylum!"

Buy your tickets and hear everything.

GERTRUDE D. TUBBS, Chairman.

INTERNATIONAL SECTION

The first meeting of the section will be held on Wednesday, November 19, at 7:30. Mr. F. C. Wooton, of the Citizenship Department of Stanford University, will be the leader for the winter, and has outlined what should be a very interesting course. The section will be limited to 20 members, and the fee will be $4.12 if 20 join, or $5.52 if only 15 join. The subject of International Relations is one of the most important at the present time. Let us determine to study the way to World Peace. Let us make this section a success. For information, call the chairman either at home or office.

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THURSDAY EVENINGS

Have you never attended one of our Thursday evenings? Well, then you really should. It was ally last night the writer was playing one of ose chatting kind of bridge games when Jessie ott said: "You know, I always try to come on hursday evenings when I am in town. I enjoy em so much." Don't you like to hear that? rs. Scott travels about the country for the Westghouse Company, so you see she knew. And last ght she brought a guest too, a Miss Guillimet, so from the Westinghouse. There were several iests there and we were glad to have Miss Wilkeng with us again. The candy sent by Louella illiams Payne was a nice addition to the refreshents. And do you know that Ada Brace always anages to get a table somewhere to tell fortunes? o, taking it all together, our Thursday evenings re really outstanding. We always have such deghtful hostesses who see that you are well taken ire of, and the contact with the other members rings us closer together. Better try and come as oon as you can.

L. E.

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BOOK CHAT

By Ethel L. Maxwell

A delightfully different departure from the so-called Chicago school of fiction dealing with speakeasies, racketeers and machine guns is Margaret Ayer Barnes' "Years of Grace." The story, Mrs. Barnes' first long novel, nearly 600 pages, deals with the life of Jane Ward from her little girlhood in the nineties to the period after the World War, and holds one's interest to the end. There is nothing of the beginner in Mrs. Barnes' handling of her material, which is rich in dramatic and humorous narrative, depiction of characters alive and real, and description of American life in a big city over a forty-year period, which many of us will recognize as strikingly authentic. The writer will be remembered as co-author of the play "Dishonored Lady," in which Katharine Cornell appeared here recently.

LOKOYA

By Rose Miller

Just as the sun, moon and stars move on schedule time, so did a group of San Francisco B. & P. W.'s move toward Lokoya at 12:30 on October 11th. One deviation from the original plan was the loss of our leader, Callie Bachich, who was unavoidably detained from going with us. We were left, however, in the able care and efficient guidance of Helen Doble.

Boats and trains and buses having all met us promptly, we arrived at the Lodge about five o'clock, where a friendly welcome greeted us. In the lounge, redwood logs were burning in a huge fireplace, and inviting chairs and settees were placed in conversational groups. Dinner was served in a flower-filled dining room overlooking the Napa Valley. By this time shades of evening had fallen and we were not able to enjoy the beauty of the landscape or note the soft tints of purple and gray overhanging it, until we gathered for breakfast on Sunday.

After dinner, games and talk fests held us around the fireplace until our comfortable cottages lured us to say "Good-night" and hie away to sleep and dream beneath the pines. The management of the Lodge had carefully and thoughtfully arranged everything for our comfort, and at the proper moment there waited at the door a footman with flash light and umbrella to escort us through the pouring rain to our bungalows.

Sunday morning was a little gray, but the invigorating air and the inner feeling of gratitude for having SO MUCH that is SO GOOD, mad even the grayness delightful and lovely. With th lifting of the early morning fog, we could see th valley in all its serene beauty and the gorgeou autumn coloring of the leaves in the vineyards The rainfall of the evening before, it seemed, ha washed the face of every leaf and blade of grass and they nodded to us in welcome, giving adde emphasis to the greetings sent us by the Mayo and the Chamber of Commerce of Napa. With th cordial messages we found hundreds of colorfu dahlias, baskets of grapes and boxes of apples During the morning several hiking parties wer formed, but the musical gong at one o'cloc brought us from the "four corners" to seats at banquet we will long remember.

Still running on schedule at 2:30 we were packe in two big Pacific Grayhound buses, ready for th homeward trek. In Napa the "Doble Special" electric train, a tribute to our Helen, awaited us after that the boat trip from Vallejo down the ba under a full moon. A group of business wome who had enjoyed a happy week-end were homewar bound—women who understand and are tolerant o the disquieting things of life, a group closely an affectionately bound by lasting ties of friendship.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 NOVEMBER 8, 1930 No. 45

Weekly Program

November 10—Book Section, 7:30 P. M.

November 11—Dramatic Section, 7:30 P. M.

November 13—Choral Section, 6:45 P. M.

November 13—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon

Irene Bock — Ruth Shaw

Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

NORTHERN DISTRICT MEETING

San Francisco was the privileged hostess to the Northern District on Sunday, October 26, and very happy we were to welcome representatives from our neighbor clubs. Following the business sessions held in the club rooms during the forenoon, a luncheon was served at the Women's City Club to 114, our San Francisco president, May Riley, presiding. Seated at the speakers' table were the guests of honor: Ida M. Reed, state president; Marie Green, Northern District president; Northern District officers; and the speaker of the day, Mrs. Florence Prag Kahn, Member of Congress.

A delightful and charming speaker, with a keen mind and ready wit, Mrs. Kahn gave a talk to be remembered. After a few remarks on the workings of Congress during the early part of this administration, Mrs. Kahn swung into the subject, which probably arouses the interest and curiosity of most women—the status of women in Congress, giving us a personal sketch of each one and the work they are doing. We were especially privileged in having Mrs. Kahn as our speaker, and we were very happy in being able to share her with the clubs of the district. Miss Mary McMurty came to us from Burlingame, giving us two of her delightful readings. Two numbers were sung by the Choral Section. The Program, House and Reception Committees are to be congratulated upon arranging such a delightful luncheon for the Northern District.

QUESTIONNAIRE DRAMATIQUE

DO YOU KNOW

1. That the Dramatic Section gives a performance on Monday night, November 17, at the Community Playhouse, Western Women's Club?
2. That every seat in the Playhouse is a *GOOD ONE*, and that tickets can be procured from Mrs. Burlingame, Lilian Elias, and Belle Banz?
3. That you should have yours—*RIGHT NOW*—at least *TWO*?
4. That the Show will be a "humdinger"; that the Choral is on the job, too?
5. That the thespians are being professionally coached and rehearse three times per week?
6. That there will be four short playlets; Plenty of laffs; Gruff old fellows wrangling; Flirtatious couple: A jealous Oriental trio: A scrapping married pair?
7. That we aim for a sold-out house and a net of $400.00?
8. That 25% thereof goes to the Remembering Fund; that 75% thereof to aid in maintaining the club in its present high standard?
9. That it's up to you to do your bit—buy and buy "until it hurts"?
10. That I earnestly ask your co-operation in putting this over 100%?

GERTRUDE D. TUBBS, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies.....05

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BUSINESS WOMAN

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Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
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Remembering.....Clotilde Grunsky
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Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

INTERNATIONAL SECTION

HURRY and send in your check for $5.52, as we can only take in a few more members to this section. The lectures are going to be so excellent this winter that I wish every member of the club could hear them, but the number is limited to 20. So that you can judge for yourselves I am giving you the topics in brief.

1 and 2. The United States and the League of Nations.

3. American Tariff and Immigration Policies.

4. United States and Disarmament.

5. Our Financial Relations with Europe.

6. Our Cultural and Educational Relations with Europe.

First meeting, 19th of November, and thereafter the third Monday in each month.

J. E. Doub, Chairman.

CLUB NOTES

By Charlotte F. McClelland

Mrs. Ruth Shaw stole a march on us and slipped off to Oregon, and the first we knew of it was when a card arrived from Marshfield, where she is enjoying a fine time, a good rest, delightful weather and gorgeous scenery. Who could expect more than that of a vacation?

Dr. Susan H. Hamilton spent a happy week-end recently in the Santa Cruz Mountains.

Mrs. Jessy Scott donated six books to our library. Thank you for the books, Mrs. Scott. We consider ourselves very fortunate to have such a generous member.

Miss Elsie Maclaren has joined the choral section. Miss Maclaren is a new member, but is getting much out of her club. She is also a member of the dramatic section.

Miss Clotilde Grunsky is home again. She arrived on Thursday, the 30th of October. Just in time for the Hallow'een Festivities.

Miss Jeanne Goodwin and Miss Blanche Newton were at the Northern District dinner. It was a treat to see them. You have their Berkeley address—1525 Spruce Street, and their telephone number is Ashberry 1992. They wish you to be assured that the latch string is always out, and they wish all their friends to feel that "Open House" predominates.

Miss Lynn O'Brien's new office address is 972 Russ Building, and while you have your roster at hand, please note the following changes:

Mrs. Anita Ludwig, 737 Hyde Street.

Mrs. Paula Ringressy, 1101 Green Street, Apartment 201.

Mrs. Marie McDonald Jensen, Hotel Fielding.

We have a very friendly and much-appreciated letter from Mrs. Virginia M. Himes, who, as you know, is at the American Barracks in Tientsin, China. Her best wishes are sent to all her dear club members.

The following letter corrects a stupid error, which your editor of Club Notes recently made:

Dear Editor:

You announced in the October 18th issue that I "left for Salinas." This would be an unimportant error if it were not that the word "Salinas" connotes Callie — cowboy — moonlight rides and red lemonade. Why should anyone go to Salinas except Callie, and who should ever leave Salinas except to get Callie?

Fact is, I went to Los Angeles, hold a receipted bill for a week's reservation at the Biltmore.

Woe is me, but I never saw Salinas, a cowboy, the moonlight or a rubber plant. Callie still has the only contact with that town that shows any vitality.

Cordially yours,

Frances Effinger Raymond.

The editor of Club Notes makes a grand salaam, and says, "Please excuse."

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BOOK SECTION MEETING,

By Ethel L. Maxwell

Through the efficient and enthusiastic chairman of the Book Section, the members enjoyed a rare treat on the occasion of the regular Monday evening meeting in the talk given by Mr. Harold A. Small, literary editor of the San Francisco *Chronicle*. Mr. Small told of an experiment he is making in the filling by the process of elimination of a bookcase in his own house, a very small house having room for this one bookcase, capacity about 200 books. He is convinced that there are not more than that number of books in English literature that would continually give him pleasure. Of course, for each one of us it would be a different 200. When he finds that dust has collected on any single volume, out it goes. The text of his paper giving the titles will be found in the folder of the Book Section in the club rooms. I assure you it is an extremely interesting list.

In defining a great Book, Mr. Small says: "I would hazard the suggestion that it is a book that the world continues to find worth reading. The book that really wins the regard of generations of readers and becomes a classic is the one that is read over and over again." Mr. Small protested vigorously against the literature of futility and defeat, but ended by saying that he supposed we have to take what we get, but we can be discriminating. He advises us to read as a balance for every new book one of the older ones which have proved their worth by time and survival.

It is pleasant to think that Mr. Small, by upholding what is best in English literature, is carrying on the fine tradition established by that other New Englander, his predecessor, George Hamlin Fitch, who, through his bitter sorrow over the passing of his own Harold, his beloved only son, gave us in the introduction to his two little books, "Comfort Found in Good Old Books," and "Modern English Books of Power," some pages of the most stirring and tragic prose I have ever read.

NEXT MEETING

The next meeting of the Book Section will be held on Monday, November 10th. A very worthwhile program has been arranged on the various aspects of negro literature. Lilly Tufts will speak on the novel, Mrs. Wiltse on biography, and Margaret Girdner on poetry. One or two of the members of the section have recently been in New York, where they saw the play "Green Pastures," and have promised to tell something of this remarkable production. Members and guests are invited to attend.

THURSDAY AT HOME

O-h-h-h, the spooks groaned, the witches screeched, the owls hooted, and what a good time the guests had last Thursday evening! Imagine being "recepted" by a spook with a clammy hand! Bridge dwindled to three lonely tables, as everyone wanted to join in the fun and play games or have fortunes told. By the way, the star of good fortune hung over us as everyone was smiling over the good things coming to them.

The Committee deserves a good deal of credit for the time and effort put into the entertainment; and to end a perfect evening they served real home-made gingerbread and tea, donated by Rose Miller and Ruth Parsons. Don't forget Thursday, November 13th, Mary Baker is going to show us a new kind of bridge, so come and join us for another happy evening.

C. B.

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GURTY'S GARRULITIES

Governmental methods mystify. Movie discloses the Utah, Florida, Wyoming at target practice, splendid equipment, mighty warships, impressive! To swell the scrap heap, under that "gentlemen's agreement." 'Nother movie shows plans for four Fighting Demons, at an outlay of millions and millions. Now, why the scrapping, if the building? Poor me—Just a Dumb Dora!

Our new Symphony Conductor. We raved o'er Hertz, his equal, utterly impossible—never could be re-placed; gobs of grief at his departure. Forthwith a young Englishman, a pleasure to the eyes, directing with poise, gets an ovation, claps plus claps and bows—his back ached! Heard on exit-ing: "Isn't he wonderful—splendid!" "Excellent conductor." "How fortunate, to secure such a man." "I believe I'm falling in love with him." Ha-ha: Nary a one indispensable; always another fills the shoes—oft a better fit!

Haileth a doc, prescribing grace as an aid to digestion. The idea O. K.—but whence the time? Leisure intake, now Mid-Victorian! Imagine, at our compressed lunch-counters: A word of grace, a gulp; and another word—s'more gulps; a wild creature at the elbow, tense to spring into your vacancy!

Properly snubbed: We were eight, we were big-hearted, we contributed a jitney for a haughty waiter's motions. He hesitated the gratuity, then raked in the forty centavos, murmuring: "Ah, well, better than nothing." Did'st say our money was scarce?

Boot-legging the day's vogue. Associated with forbidden viands, it now wanders in all restricted paths. Holiday berries, openly boot-legged; wild ducks under cover in restaurants (only way to have a morsel, lest you have a hunter boy-friend). In Japan, kissing being taboo-ed, waitresses boot-leg smacks to stimulate trade. That's swatting depression!

POETIC OSCULATION (*Boston Transcript*)

"'Tis done beneath the mistletoe,
'Tis done 'beneath the rose!'
But the proper place to kiss, you know,
Is just beneath the nose."

Tish—tish—Dass'al.

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EVENTERS

The Committee has received so many regrets that there were no more events this year, that they have decided to be generous and have one more, namely, an educational trip through the Columbia Steel Plant at Pittsburg, California, early in December. Everyone has read many fascinating stories of steel, so now we shall have the opportunity of going through a plant and see how steel is made and rolled. We will meet at the Richmond Ferry, north end of Ferry Building, in time for the 5:20 boat. A special dinner will be served on the boat, and then a short stage ride of about 35 miles over good highway to Pittsburg. After going through the plant, we will return in the same way.

As this trip will be interesting to everyone, you may bring your husbands, boy friends or what have you—the more the merrier. (I am bringing three boy friends.) As the price will differ according to the number going, it is difficult to give the exact cost; however, it will range between $3.00 and $3.65, with a minimum of 30 and a maximum of 60 reservations. We are, therefore, asking for a deposit of $3.25 with your reservation. This is advance notice, and we will tell you more about it next week.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 NOVEMBER 15, 1930 No. 46

Weekly Program

November 17—DRAMATIC SHOW,
8:20 P. M.
Community Playhouse,
Western Women's Building.

November 18—Informal Meeting, 12:15 P. M.
Club Rooms—No Program.

November 20—Choral Section, 6:45 P. M.

November 20—Thursday Open House,
8:00 P. M.

Hostesses
Mary Fennig
Lillian Howie Lilly Tufts
Mildred Adams Jessie McKinney

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

"I REMEMBER, I REMEMBER"

By Ethel J. Knowlton

"Do you remember those stairs at the club-rooms on Market Street, and how we had to climb them in the dark when the elevator wasn't running, and it usually wasn't?" "Oh, and do you remember that time we made bath salts and the refuse was accidentally thrown into the sugar barrel and we had perfumed, salty chocolate pudding?"

"I remember I spent one whole afternoon and covered sheets of paper proving that it was absolutely impossible for us, financially, to have club-rooms of our own (it was Clotilde Grunsky speaking), and that very day Lillian Palmer found a loft on Kearny Street and took it—and we moved in!"

"Oh, oh, will you ever forget Dr. Hamilton as the gentleman gambler, and Miss Glenn as the sheriff, and Louise O'Hara as the bareback rider, and Minnie Dumas as the distinguished doctor, and Mabel Pinger as the sweet girl graduate, and——" (There were many merry memories of all the different costume parties.)

"May Wilkin ought to be here tonight . . . I thought of it and she did it." (That was Lillian Palmer telling of the founding of the club and its earliest days.) "And I helped wait on table and it was nearly nine o'clock before I got any dinner, and then to my delighted surprise I got a nice big piece of chicken, and I started to cut into it and it was a nice big piece of bone!" (Those were the still somewhat injured tones of Ida Reed.) "Well, I want to say that I know all about those dinners, and many and many a time we cut a chicken neck into five servings!". (That was Charlotte MacCuaig, who served on the house committee during the lean years.)

"Well, do you remember the time we needed a steam table and we bought a player piano?" "And the time the Rabbi was the speaker, and we served him with ham and then took it away from him and scurried around to find something suitable?"

One memory led to another, and the reminis-

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BUSINESS WOMAN

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Home Telephone—GRaystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Program.....Mary Sexton
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Dramatic.....Gertrude Tubbs
Events.....Caroline Bachich
Hostess.....Rae Morrow
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

cences came swiftly, merry ones, happy ones, pleasant ones, memories of a vision and a plan and of the work that made it a reality.

Many of those workers gathered at the Bib and Tucker Tea Room (where so many other pleasant club dinners had been held) on Tuesday evening, November 4, to listen and laugh and contribute to the bouquet of memories. All but one of the past presidents were at the head table, Lillian Palmer, Clotilde Grunsky, Dr. Hamilton, Ida Lord, Ida Reed, Johanna Heim. The absent one was Margaret Mary Morgan, who was unable to attend, and indeed she was very much missed, but time and time again was she quoted, so we enjoyed a little bit of her even if she wasn't there in person.

A gracious speech was made by each past executive, and the evening was brought to a close by the present presiding officer, May Riley, who gracefully complimented her predecessors and thanked the membership for the support which had been accorded to her during her administration.

AN ELSEWHERE

By Annie Little Barry

Does not every human being need an "Elsewhere"? Most of us work to capacity, or we think we do. It may be photography is our "Elsewhere," it may be a garden, it may be books, it may be we find an "Elsewhere" in unexpected places. Perhaps it was the "Elsewhere" that made the Asilomar Convention so enjoyable. Several years ago, when my work took me frequently to Asilomar, I wrote a Meditation which, at the time, gave me an "Elsewhere." May I share it with you?

* * *

Many years ago when the Kingdom of Friendly Citizens was but a name written upon the sands of Galilee, a group of friends, leaving their moored boats and their little shops, held some conferences together. They were all busy men, and sometimes they could find no time save at the end of the day's work for meeting this Master Friend of theirs. Almost always it was under the sky that they met Him.

The stories that He told were all of growing things, lilies and vineyards and little children. And so along country lanes, up steep mountains, by the side of still waters, He led them, talking about another thing—the dream of His life. For He dreamed a dream of a new order in which all the people of the world would share in a friendly citizenship. And these walks and talks of long ago bring to us a new message today—at Asilomar.

BOOK CHAT

By Ethel L. Maxwell

One of the three or four worth-while novels published in the last two months is "Doctor Serocold," by Helen Ashton, sub-titled "A Page from his Day Book." It tells of a busy twenty-four hours in the life of an elderly general practitioner in an English village, and embraces many phases of human drama from death to birth. In between professional visits the doctor muses on the life stories of the people with whom he comes in contact during the day, and much of sincere and quiet charm, sympathetic comprehension and humorous characterization are presented to the reader. "Doctor Serocold" is recommended to the novel readers who like a good story well told.

A lovely little book which busy women can read in less than an hour is "White Jade," by Maude Meagher. Readers of the *Chronicle* will recognize Miss Meagher's name as the writer of a letter from London dealing with politics and other topics of interest to San Franciscans in the foreign news section of the Sunday edition. The little book tells the story of Yang Kuei-fei, a famous beauty and imperial concubine to the Son of Heaven in 756 A. D. The author says in her preface, "The facts of Yang Kuei-fei's life, of Ming Huang (the Emperor), and the Tang civilization generally are historical, and I believe altogether authentic. Several of the characters in the story are historical," and around these real people, some of whom had seen and known the lovely Kuei-fei, Miss Meagher has written a charmingly poetic and richly colored fairy tale, highly successful in conveying to the reader the atmosphere of an ancient, wise and civilized people. "White Jade" is a book to own, because it will give added pleasure on re-reading.

CLUB NOTES

By Charlotte F. McClelland

The "Do You Remember When" dinner on uesday, the 4th, was the merriest ever and ughter-provoking. All the presidents, present and ast, sat at the speakers' table, except Margaret ary Morgan, who, much to our regret, was de- ined at home by a severe cold. We are certain r recollections would have been worth the price the dinner. However, Miss Lillian Palmer was ere, and you know very well that when she speaks ur risibility bursts right out loud. Her fund of ecdotes is seemingly unlimited. Miss Johanna eim was in attendance for the first time since r illness. We were sincerely glad to have her in us again. And Miss Clotilde Grunsky was so present, looking particularly charming after r recent trip to New York. This reminiscent oc- sion brought out a number of members whom e have not had the pleasure of dining with for me time.

And although far away from us, in miles only, e must not neglect to mention in connection with at auspicious occasion, our fourteenth birthday, ir worthy member, Miss Mae B. Wilkins, co- under, with Miss Lillian Palmer, of the Business nd Professional Women's Club of San Francisco.

We were sorry to learn that Miss Eleanor Lam- ertson has been suffering with a sore foot for veral weeks, and is still not fully recovered.

Miss Nettie Smith left Friday night, the 7th, or a week's stay in Los Angeles.

Miss Zulu Clements, who has had a disagreeable old, left the end of the week for Mission Inn, onoma, where she hopes to leave her cold when ne returns a week hence.

Please change Miss Mary Gleeson's home ad- ress in your roster to 956 Pierce Street, telephone VA lnut 2209.

At least forty of our members attended the for- al dinner given by the Women's City Club last 'riday night, and later enjoyed an excellent pro- ram of music and a dainty, delightful minuet. ll numbers were rendered by members of the Women's City Club, and were most charming.

Visitors at the club rooms were Mrs. Edith Dobyns, of Cincinnati, Ohio; Mrs. Dillard and Miss Tracy, of Kansas City, Mo.; Miss Eva M. Laurendeau, of Reno, Nevada. The ladies were all nembers of the Business and Professional Women's Clubs of their respective cities.

FROM OUR CORRESPONDENTS

A number of letters have been received by the editor in the last few weeks which have had to wait for space. Didn't we sometimes hear in the dim and distant past a cry for help from our predecessors for more copy to fill the paper? Now we spend so much of our time apologizing for lack of space, for holding contributions over, for not printing them at all, that we feel very much like a person owing many bills, who is forever dodging collectors.

One letter from Amy L. Boynton, past president of the Lodi Club, reads: "Our club has a new president, Miss Edith Comstock. She is having all club mail sent to P. O. Box 414, care Miss Mae Kennison, the secretary. I am sure she will enjoy and appreciate the Business Woman as much as I have. It has been eagerly read and has been a source of inspiration and pleasure throughout my term. Thank you very much." Many salaams, Lodi, and a very happy and prosperous year to your new president!

The San Francisco Guild for Crippled Children wrote us recently: "The Guild seems to have so many nice things to thank you for. Just now it is for the tin foil you collected for us. Won't you please accept our heartfelt thanks for this and your many kindnesses, which are so much appreciated? You may truly feel that you 'do your bit.' We think you must all be Girl Scouts, doing your kind acts each day."

Dr. L. S. Schmitt, director of the University of California Hospital, writes: "On behalf of the University of California Hospital, permit me to thank you for the books which you were kind enough to send to this hospital for the benefit of the patients."

And from the United States Disciplinary Barracks, Alcatraz Island, Edmund C. Sliney, Chaplain, writes to Belle Banz: "Many thanks for your very generous donation of magazines to the men detained here. The boys are always thankful to the kind friends who collect and forward such good quality of reading material. Kindly extend this word of thanks to your co-workers and to those who made the donation possible."

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A THURSDAY ANAGRAM

T stands for Thursday—night set aside for play,
H stands for hostesses—blonde, brunette and gray.
U for united—the efforts of the clan,
R for Rae Morrow—our "number one man."
S stands for sugar—in good cakes we have to eat,
D stands for danger—to figures trim and neat.
A is for anybody you would like to bring
Y is for YOU—just do that very thing.
N for Nellie Boardman—"receiving" in the hall,
I for invitation—that's meant for one and all.
G for game of bridge—if that means relaxation
H for heaps of other things including conversation.
The final letter tells it all
Of that there is no doubt, for
T stands for THURSDAY NIGHT, when the club's latch string is out.

* * *

The Thursday night that fell on November 5 found many of our members "exhibiting" at the City Club. Consequently, the group was small, but those who came were very glad they had done so, for Irene Foster "said it with cookies," and ou la la! Not only cookies, one, two, three, but beaucoup cookies, all you cared or dared to eat.

Two new members made their first appearance as members, Hazel Britton and Miss Hicks. Rose Miller brought her son's wife as her guest, and then after the doings at the City Club were done, Sunshine Schimpf, Nell Ackerman and Eleanore Walters dropped in for tea and brought several guests, including Eleanor's mother.

M. D. C.

NOTICE TO MEMBERS

Article XI, Section 1—under the caption Nominations, reads as follows:

"There shall be a Nominating Committee consisting of three members of the club. The chairman of the Nominating Committee shall be appointed by the president, one member of the committee appointed by the Board of Directors, and the third member elected by the club at the first business meeting in December of each year. Nominations for the third member shall be made from the floor, and where there is but one candidate, the election of this member of the Nominating Committee to be viva voce."

Ida J. Lord has been appointed chairman of the Nominating Committee by President May F. Riley.

JEAN E. KERRISON, Secretary.

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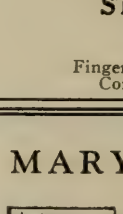

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 NOVEMBER 22, 1930 No. 47

Weekly Program

November 24—Civic Section, 7:30 P. M.

November 25—Dramatic Section, 7:30 P. M.

November 27—No Open House—
Thanksgiving Day

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

HIGH SPOTS OF SAN FRANCISCO

By GERTRUDE STARKWEATHER

GOLDEN GATE HILL

From Kirkham to Quintara, 10th to 17th Avenues. Carl Larsen began buying lots out there at $25.00 each, and was laughed at by his friends. He planted 10,000 trees, and in the nineties he started his chicken ranch, to supply fresh eggs for his restaurant, the Tivoli Cafe, that he opened in 1879. He has given part of this property for a park. This is the one hill where everyone's view is his own, and can never be shut off.

RESERVOIR HILL

At Market Street and Duboce Avenue is a hill of blue-green rock. It was once a fine big hill, guarded by the King's Highway. From 1849 to 1859 people were dependent upon the water wagon for their supply of water. It was brought from Sausalito on a barge and peddled about town in the wagon, to be sold cheap for $1.50 for a fifty-gallon barrel. If the purchaser happened to live on a hill, the barrel was left at the bottom and he had to carry it up to his house. In 1862 the Spring Valley Water Company brought water from Pilarcitos Reservoir to Laguna Honda, and from there to the hill of the Spanish Road at Market, Ridley and Buchanan. Two million gallons were maintained there to supply the city. In 1893 the city and property owners cut a street through the reservoir and named it Duboce Avenue for Victor Duboce, a Colonel in the First California Regiment. Pioneers knew it as Blue Mountain because of its interesting rock formation.

MOUNT DAVIDSON

Height 925 feet. The highest hill in the city. It also is part of the San Miguel Rancho, belonging to the Noe family. It was long neglected, in a city where hills are plentiful. In 1886 hundreds of school children climbed to plant trees. I think the trees were given to the children by Adolph Sutro. It was given its name in 1910 for Professor George Davidson, University of California, and Director of Coast and Geodetic Survey.

Easter sunrise service is held on the top each year.

There is talk of building a road around the hill, O'Shaughnessy Boulevard. A 29-acre lake is also projected on the eastern slope, as a Hetch Hetchy reservoir for 500 million gallons of water to serve 98 per cent of the city's hillside area, by gravity.

EVENT

Now that the Dramatic Performance is over, the committee is all ready for the next Event, and we hope you are too. You know, the next trip is one of educational value as well as a good time. The date is Wednesday evening, DECEMBER 3, 1930.

We will meet at the Richmond Ferry slip (northern end of Ferry Building) in time to board stages and take the 5:20 ferry, for Pittsburg, where we will go through the Columbia Steel Plant. This is an unusual opportunity and one that you may never have again, so make your reservations early. Guests are welcome. The minimum is 30, and then it will be necessary to start filling another stage, and it will be absolutely necessary to have at least 15 persons to make up another stage load. Therefore, make your reservations early, so that we will know how many to expect. The price is graduated from $3.00 to $3.65, depending on the number going, so let us have two full stages so that we may take advantage of the minimum charge. A deposit of $3.25 is required with your reservation, which includes dinner on the boat and everything. Remember the date, and make your reservations NOW.

CAROLINE BACHICH, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies.....05

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AN INNOVATION

On Thursday, November 13th, about fifty of us were fortunate in sharing all the lovely things planned by the hostess and her committee for the club members and guests who dropped in during the evening.

Mary Baker piloted us through TRAVEL BRIDGE, and succeeded in surprising and thrilling us with each new wave of instruction. After a hectic trip, the successful progressive losers landed with large strong prizes, the winners with much consolation, and all of us with three cheers for Mary.

While at bridge we enjoyed delicious home-made fudge, thoughtfully provided by Mrs. Minnie Getz. Later, we learned that the cakes and hermits, served with tea, were brought by Hazel Ramon, Belle Banz and Ethel Maxwell.

We are more and more certain how much we lose when we are unable to attend these friendly gatherings.

R. D. M.

CLUB NOTES

By Charlotte F. McClelland

We are sorry to hear that Miss Carita Rogers is confined to her home through illness. We wish her a speedy recovery.

Your reporter met, by chance, another of our members, Mrs. Lelle McReynolds, who has been indisposed for a number of months. Only a few weeks ago we were asking one another why she did not come to club. We trust her health will rapidly improve.

The modesty of our membership in telling "news" about themselves is most embarrassing to your reporter. Last week we told you that Miss Nettie Smith had gone to Los Angeles, but we didn't know at that time that Miss Myrtle Leib had driven her south, and that they "did" Palm Springs and everything. (We hope not everybody.) At any rate, they are home again, safe, sound and happy. (And the writer did not get this "info" from either of the principals.)

Mrs. Ednah Clarke is ill at her home, and would appreciate hearing from her club friends.

To Mrs. Madge Griffin Radelfinger we extend our deep and sincere sympathy for the passing on of her father. Mrs. Radelfinger is now in her new home at 1563 Eighteenth Avenue. (Note in your roster, please.)

Miss Harriett McDonald has taken apartment 407 at 1801 Gough Street. Miss McDonald has been out of the city for a long time, only visiting here occasionally. It looks as though we might expect to see more of her now, and we are glad.

Miss Lillian Lee is very happy in her new position at 929 Market Street.

The Book Section has added to our library "The Deepening Stream," by Dorothy Canfield. Many thanks.

Mrs. Naomi Harris Jacobs announces a song recital on December 5 at the Community Playhouse, 609 Sutter Street. Mrs. Jacobs, who is one of our more recent members, is giving her recital under the auspices of the San Francisco Teachers' Federation, and this is Mrs. Jacobs' first recital in San Francisco.

Rastus: "Quick, Sam, a wildcat jes' run into yo' house, whar yo' wife am."

Sam: "Well, he'll jes' hab to git out de bes' way he kin, dat's all."—*The Recorder.*

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BOOK CHAT

By Ethel L. Maxwell

Another light and charming novel has been written by the author of "Visitors to Hugo," Alice Grant Rosman, in "The Young and Secret." The book is amusing and just the sort of thing for an idle evening when one wants not to be uplifted or instructed, but just to be entertained. Such books as "Visitors to Hugo" and "The Young and Secret" offer the same sort of relaxation to those who are not addicts of the mystery and detective novels as Edgar Wallace and S. S. Van Dine do to their hosts of readers. And the very fact that they are such a far remove from the fiction of futility is their strongest recommendation.

While we are on the subject of light recreational reading, we have been fortunate in the last few weeks in the choice of three or four novels which we would like to draw to your attention for a rainy winter evening in robe and slippers beside the fire (or the steam radiator). Let us warn you first: There is no Russian atmosphere in these books, there is no SEX, as our favorite writers on sex are Corey Ford and Thurber and White. This is a little literary trip starting in England with the two books mentioned above, going north to Scotland, and "The Day of Small Things," another of the delightful stories by O. Douglas, which you will like almost as much as her earlier "Pink Sugar" and "Penny Plain." This time the scene is laid in Fife, right on the sea, instead of one of the small border villages which are her favorites. I think you will thoroughly enjoy these stories; they are clean and decent and well-bred; there is no haste and rush, no jazz, no choking odors of gasoline or soot of cities, but instead, all the delightful odors of country gardens, the blazing colors of woods in autumn and the bracing winds of Scottish moors.

Crossing to America, we have the latest novel by Mateel Howe Farnham, "Wild Beauty," which does credit to Mrs. Farnham, and shows a gratifying improvement over her previous novel, "Rebellion," in character drawing, in the poignantly pathetic and touching scenes between Fanny and her little daughter; in fact, Mrs. Farnham has succeeded in making her characters, David, his mother, his wife and his sister, as well as others who enact lesser roles, distinctly flesh and blood persons. The effect of divorce on the mind of a sensitive child is shown in a clear and undistorted light which should make young people pause and reflect before barging into court without a thought of the consequences their action may have on the lives of others. David's mother reminds one somewhat of Bromfield's "A Good Woman," the exasperating type of female who should have been strangled in her cradle, and who grows in the capacity to spoil the lives of others as she grows in years. We recommend "Wild Beauty."

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GURTY'S GARRULITIES

Nathan in *Vanity Fair* discoursing upon the "art" of growing old, picks England as the sole haven where this miracle occurs. Germany meets the situation with resignation; Italy in bitterness and regret; France, with a joke; America finds it a burden (youth thinks it a disease). To me the "art" rests upon your accumulation: Be you wealthy—watch your popularity!

"Bye-bye" to an old-timer. When we hied to Sacramento, there was always that little diversion crossing in the "largest" ferryboat in all the world—sort of broke the monotony; we stretched the extremities, whiffed the stiff salty air, fed the eye with scenery. Now, we gallop o'er a splendid bridge, saving half an hour in the gallop of life!

Have you noted that spick new bird store of Robison in O'Farrell Street? Always interesting to watch our feathered friends, and their "cute" antics. And, at the aquarium in our Golden Gate Park a pair of waddling penguins will give you the greatest joy. Do not overlook them, next time you are browsing the park.

Saddening that life in high gear overflows with adulation; when we stall; silence. Our California Team, going through the grind of a 74 to 0 battle, doing their utmost against odds, injured, fighting with that never-say-die spirit, return home minus a handshake—the time they needed the big cheer most! How inconsistent our customs!

Talkies get a rival. Tivoli in Eddy Street opens with a most credible production at a price of two, four and six bits! My idea of "sensible" prices —sat in the 16th row for fifty c's. Not quite so "pure" as Mr. Duffy, but equally well-acted—several Duffy-ites on the stage (our old friend, Earl Lee). When the Talkies have you saturated —the purse is low—try this little show!

Ah! Prof says languages are dead, 'cause minus slang. So says muh! I grant the vernacular is offensive to the literary ear—but it is expressive and bubbles with pep. Bowls you over with its trite applications! And new croppings burst forth daily—puts you on the alert to keep pace. Movies, funnies, kiddies—the best educators!

"Old adages must change today,
For now, quick as a wink,
The pot may call the kettle blue,
Or tan or even pink."
—*California Beacon.*

Nuf'—Dass'al.

SAN MATEO BIRTHDAY PARTY

The San Mateo Business and Professional Women's Club extends us an invitation to be present at their birthday party on Monday, November 24, at 6:45 p. m. The dinner will be held at the Oak Tree Inn, that delightful little inn where we have been entertained so charmingly by the peninsula clubs before. The dinner will be followed by the installation of officers for the new year.

Reservations must be made with Mrs. Burlingame to reach her before eleven o'clock, Monday morning, the 24th. Those who remember the good times we always have when entertained by the San Mateo club will be glad to take advantage of this opportunity to celebrate with them and extend the felicitations of the San Francisco club to its neighbor.

HOW TO REDUCE

"The exercise that reduces the waistline most quickly consists of placing both hands on the table and pushing back."—*The Recorder.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 NOVEMBER 29, 1930 No. 48

Weekly Program

December 2—DINNER MEETING,
6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

December 3—Event, 5:20 P. M.
Richmond Ferry.

December 4—Thursday Open House,
8:00 P. M.

Hostesses
Alice Kennedy
Betty Walton Almyra Duffey
Grayce Dempsey Amanda Heuerman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

EVENT

Last call for the trip to the Columbia Steel Plant on Wednesday evening, December 3, 1930. Among other things we will see how steel is made and rolled, wire is drawn and tin plate is made. This, I believe, is the most interesting trip we have had this year.

We will meet at the Richmond Ferry (northern end of Ferry Building) in time to board stages and take the 5:20 boat. A special dinner will be served to our group on the boat, so that no time will be lost enroute. Wear comfortable old clothes, as there might be a little danger of soot while going through the mills. Price of trip, including dinner and everything, is about $3.25, which amount is required with reservation. Guests are welcome, so I hope to see all our regular eventers and their friends on December 3rd.

CAROLINE BACHICH, Chairman.

DRAMATIX!

The Dramatic Section expresses its gratitude to all those who supported, who aided, who worked, who lifted us along in putting over our "Big Night." We feel considerably gratified with the results and hope to hand over a tidy sum to carry us along in our present ease.

Members, I must disclose a Big Moment! By special delivery I received an anonymous letter—such are always a shock, but this was a "knock-out." In printed script appeared: "TO HELP PAY FOR ANY UNSOLD TICKETS AT YOUR SHOW NOV. 17. A FRIEND OF THE CLUB." Three ten-dollar bills dropped upon my lap and I wept! Is that not a gesture of real fraternalism, true kindness, great human love? To the one who thus gave us such happiness, I sincerely thank you; the Dramatic Section thanks you and the Whole Club rejoices in such a Friend!

GERTRUDE D. TUBBS, Chairman.

THANKSGIVING

"by the goodnesse of God, we are so farre from want, that we often wish you partakers of our plentie . . . having these many signs of God's favour, we thought it would be great ingratitude if we should smothere up the same . . . and therefore a solemn day was set apart wherein we returned glory, honor, and praise."

So, do the Pilgrims record their day of thanks-giving.

And, we in 1930, are grateful for our "plentie." Grateful for the "plentie" of friendships and comradeships we find in this club; and for the inspiration we receive from our club contacts.

Let us as individuals "return glory, honor and praise" for the joy and abundance that life has brought each of us.

MAY F. RILEY, President.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NEW YEAR'S EVE

Girls, how about New Year's Eve? I am urged to have a gathering, to bid adieu to '30 and greet the Baby 1931. I have in mind The Studio; a room with an open grate—we could toast marshmallows, pop corn—mebbe play games; eat leisurely, sing, enjoy our toys. No show this year—just a homey sort of evening! To you who are interested—advise me, at once, as I can take care of but thirty.

GERTRUDE D. TUBBS.

Josephine H. Traut — Gertrude H. O'Donnell

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Margaret Mary Morgan left on Wednesday, November 19th, for Los Angeles, to spend the Thanksgiving holidays.

Mrs. Harriett P. Tyler has moved to 1177 Waverly Street, Palo Alto. We do wish she would drop in and have dinner with us. It would seem like old times.

Mrs. Ruth P. Shaw has changed her residence to 1005 Hyde Street.

We regret to announce that Miss Carita Rogers is still confined to her home.

Miss Meta Bolte took that Big Step and was married on Sunday, November 15th. We offer the club's heartiest felicitations.

Mrs. Belle Simmons has been in Sacramento on business for the past month.

Miss Zulu Clements is home again. We don't know whether it was the lure of the dramatic evening, or the bad weather that brought her back. We would like to believe it was the former.

A piece of good news came our way today. It is that Miss Helen Mahlum is in San Francisco again. Miss Mahlum has been in Hawaii for more than a year.

Miss Belle Banz occupies such a warm place in all of our hearts that we are delighted to learn of the honor that has been given her by her firm, The Wolf Hop Company. She has been elected first vice-president, and has filled the office for more than a month, but is so modest that it was quite by accident that your reporter heard of it. Congratulations, Miss Banz.

Miss Alice Jones is in receipt of a letter from Miss Isobel Wilkie from the American Legation, Pekin, China. Miss Wilkie was enjoying her stay there very much, even though the weather was bad. She will return shortly after the first of the year.

The Book Section is most generous to us. They have just donated another book for our shelves, "The Mole," by E. H. Young.

The following telegram was received on Monday:

"Los Gatos, Cal., Nov. 17, 1930.

"The Troup Business and Professional Club,
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Sutter and Mason Streets, San Francisco.

"Advance congratulations all-star performance. Body Los Gatos heart San Francisco."

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THE DRAMATIC NIGHT

By Ethel L. Maxwell

The Dramatic Section's big night has come and one, leaving a number of thrilling and delightful mpressions behind, which the Business Woman ill try inadequately to convey to the unfortunate ew who were not there, and to our out-of-town eaders. Unquestionably the section and its chair- an, Gertrude Tubbs, are to be commended for pending in the grinding work of preparation so any of their precious hours of leisure. And qually unquestionably the club can congratulate self on having a group with talent, perseverance nd ability sufficient to bring to a successful con- lusion, artistic and financial, such a performance. Ve have had evenings of one-act plays before, but e have never had an evening more enjoyable nor ne that was presented with more finish and less elay, as the section gave us four plays this time, nstead of three. That the members enjoy acting s a release from the routine of business and pro- essional work does not outweigh the fact that the rice they pay means hours and hours of study, oaching and rehearsals for not weeks but months. And stage fright!! As an ex-member of the sec- ion can testify. However, it was non-existent, and oticeably so, from the veterans, Misses Grunsky, IcDonald, Elias, Forman and Bachich to the new- omers who startled us with their professional as- urance, Rae Morrow, Charlotte McClelland, Elsie IacLaren and Alice Kennedy.

Space permits only the briefest comment on the our plays. Lady Gregory's "Workhouse Ward," iven by Clotilde Grunsky, Lillian Elias and Terese 'orman, about five years ago, and repeated at the equest of a number of the club members, seemed o one on-looker to have gained much in character- zation and ease, in tempo and even in the rich rogue of the three players.

The charming little French comedy, "My Tailor," gave Callie Bachich and Rae Morrow ex- ellent opportunities for light acting and grace of novement which suited them well, and what was even more pleasing to watch, for the wearing of ntrancing clothes of a hundred years ago. And Florence Attridge, who seems to be making be- witching little parlor maids her specialty, gets bet- er and better.

A Chinese tragedy, "The Dragon's Claws," by Grant Carpenter, was presented by Belle Mc- Donald, Elsie MacLaren, Sylvia Kempton and Alice Kennedy, splendidly done by all four. We always expect exceptional acting from Belle McDonald, as she has distinct histrionic ability, but certainly the other three played up to her nobly, novices though they are. Another feature of this particu- lar play which must have special mention, was the noticeably fine work done on the make-up; they were perfect.

And last, and to us the high spot of the even- ing, was Susan Glaspell's "Suppressed Desires," with two scenes, and considerably longer parts than in the other three plays, taken by Gertrude Tubbs, Charlotte McClelland and Terese Forman. Mrs. Forman, it is needless to tell anyone who has seen her in a wide variety of parts with the section, fits so satisfactorily into the picture of whatever she may be presenting at the time, that we have grown to expect a thoroughly adequate performance from her; but Gertrude Tubbs, who had but a small part in one of the plays two years ago, and Charlotte McClelland, who is a new-comer in dramatic activ- ities, were surprises as actresses, and what is even more difficult, as comedians, that gave us real thrills. We gasped at the mere thought of having to memorize the hundreds of lines in Mrs. Tubbs' part of Henrietta B-rooster, and then at her feat of putting it aside and so thoroughly merging her own personality in that of Henrietta that she could reach to the last row of the balcony with her merest whispered phrase. Personally, I have heard scarcely anybody do that successfully on the professional stage—George Arliss, possibly. And Charlotte, the beautiful, but we must admit, somewhat dumb sis- ter Mabel, was a worthwhile team mate, as attested by the appreciation and shouts of laughter of the capacity house who listened to the two.

The Choral Section's contribution to the even- ing, three well-sung numbers, was much enjoyed and well received. The club, as always, had every reason to be proud of its two talented sections.

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GURTY'S GARRULITIES

Sales these days cause a gasp. Children we, with our dollars, in the clutch of merchandisers. Take perfumes: In halycon days, "Christmas Night" was IT, at $30 per; $19 now; no doubt at that, triple the value.

Noticed that new shop in the St. Francis—Geary side—carrying exquisite artificial flowers? So perfect, so gorgeous, one almost doubts the unreality. We, no need therefor, yet other climes (and the thrifty) will find delight.

Watching census-takers "check and double check" the female attire, for predominating colors, length of skirts, type of accessories—we are being tabulated. Repetitions inflate the count, the passing too rapid for accuracy; however, the yen for statistics will be gratified, whether the figures be real or fanciful.

And, let me rave: For a nonce we basked in bliss! Stays vanished; pettiskirts became passé; hair was scissored; skirts ascended; plain chapeaux adorned; dresses easy of access—what Freedom! Presto: Atoms in the realm of style decreed: Be gone! We are corsetted; underskirts burst forth beruffled; locks gather; skirts at dark fairly trail; hats are plumed; contortions necessary to enter the gowns. Giddy-idiocy!

Girls may chatter of clothes, bridge—even gossip—but the men these days are inseparable from football. The street cars, the sidewalks, the office, the club, the radio, the talkies abound with the pigskin. Oh, this "tempest-in-a-tea-pot" at Berkeley! My Chief melts human at a bare whisper of the magic word "Football."

Realize you, that 1930 is upon its last lap? On Saturday, Santa Claus takes possession, kiddies will give a rousing welcome, the White Christmas will reign and the festive spirit seize us. Deah! Deah! Time, so silent, swift and sure!

Have you spied those "jumbo" strawberries from Watsonville offered in the fruit markets? Not from the hot house, from the patch, and within the purse of all. Feature such a delicacy in late November—but this is California!

"Dame Nature gives her very best
To scenery that is ever blest,
With glory to pass every test,
Out West in California.

"A little farm house, here and there,
The waving fields of grain so fair,
The golden sunshine everywhere,
Out West in California."

Glorious—Dass 'al.

—JOHN CRONIN.

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THURSDAY NIGHT REVIEW

On Thursday evening about thirty members and their guests met at the club rooms in the interests of bridge and sociability.

Two new members, Mrs. Minnie Dobbin and Mrs May Sanford, joined us for the first time, and we hope that they liked us well enough to come again soon. We were pleased to see Mrs. Margaret Moore, who doesn't attend as often as we should like, and Miss Helen Mahlum, who has just returned from Honolulu.

Several of the girls whom we saw across the footlights on Monday night were with us and received congratulations for their excellent performances. The opinion seems to prevail that some of our talented members should be playing on Broadway instead of on typewriters.

Two of our hostesses demonstrated their culinary skill and were besieged with requests for recipes. Jessie McKinney's delicious orange-bread sandwiches were an interesting departure from our usual Thursday night refreshments, as were Mary Fennig's brownies, which simply melted, except for the nuts, in our mouths. Thanks to Margaret Girdner's generosity, we were able once more to enjoy some good things from Mary Eleanor's, this time in the form of dainty little cookies.

If you enjoy bridge, come and play with us on Thursday night; if you don't, come anyway. There is always a friendly and entertaining group to be found about the sofa engaged in settling the affairs of the world.

M. M. A.

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Vol. 7 DECEMBER 6, 1930 No. 49

Weekly Program

Coming Events

December 8—Book Section, 7:30 P. M.

December 9—Dramatic Section, 7:30 P. M.

December 11—Choral Section, 6:45 P. M.

December 11—Thursday Open House, 8:00 P. M.

Hostesses

Sylvia Kempton

Irene Foster Virginia Merrill

Cornelia Seeley Clare Borello

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Civic—Fourth Monday, 7:30.

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Choral—Thursday, 6:45 to 7:45. At Club Rooms.

HIGH SPOTS OF SAN FRANCISCO

By Gertrude Starkweather

BERNAL HEIGHTS

The Bernal family who owned the rancho that included the hill lived in an adobe home on what is now the site of St. Luke's Hospital. Bernal was a soldier of Anza's company.

SCOTCH HILL (POTRERO HILL)

A hill without Russians is called Russian Hill, and little Russia covers a hill called Scotch. The Spaniards were the first at Potrero Nuevo. (Potrero, herder, herdsman of colts, pasture ground. American cattle ranch.) Then came the Yankees; then the Scotch, who gave it its name, and now the Russians. Don de Haro, the first owner, hoped his sons would succeed him, but they were executed by Fremont, at his camp near San Rafael. It was too far from the city to amount to much until the Union Iron Works built their plant there. Then the Scotch came to work in the iron works, and when they drifted away, the Russians came.

LONE MOUNTAIN

Height, 468 feet. A pioneer cemetery was laid out on its slopes in 1853. A plot of ground at the base of Lone Mountain was bought, or taken under squatters' rights by a private corporation for a new burial place. It was first intended to include the hill itself, making about 320 acres in all, but this was cut down to 160 acres, and later reduced still further, the hill being excluded. The hill and several square miles around it, including the original 320 acres, were covered at that time with a dense growth of scrub oak which Theodore Hittell says presented a landscape of peculiar beauty, especially in contrast with the miles of sand dunes stretching beyond to the ocean.

Bishop Joseph Alemany set it aside as holy ground, and had the cross built on the summit. The father of J. D. Buckley, manager of the Hibernia Bank, placed the first cross there at the Bishop's request.

In 1860 the city fathers, in settling squatters' rights to outside lands, wanted to reserve it for a park, but were persuaded not to. Mr. Spottiswood, father-in-law of Mr. O'Shaughnessy, suggested Buena Vista Hill, which was decided on. The cross blew down in 1862, and was replaced by a better one, embedded in stone. It seems the center of a city of the dead. Laurel Hill, Masonic, Odd Fellows and Calvary cemeteries surround it.

The Religious of the Sacred Heart are to build a woman's college on the top. A thirty-three acre site has been given to it. The outstanding features of the Spanish-Gothic buildings will be a statue of St. Francis, and the cross, 200 feet higher than it is now, surmounting the central tower. The college is expected to open its doors for the fall semester of 1930.

LINCOLN PARK

The farthest west is the hill of death, as far back as pioneers can remember. There was a Potter's field to bury the friendless strangers; the Chinese who came to work on the railroad had a cemetery there; the Italians had a burying ground there; and now, the Palace of the Legion of Honor, dedicated by Mrs. Adolph Spreckels to the young allied dead, who fought together in the World War.

On the golf course it is sometimes difficult to keep one's eyes on the ball with so much beauty all around.

(Read before the Civic Section, June 24, 1929.)

THE END

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DECEMBER BOOK SECTION

The meeting of the Book Section on December 8 will be devoted to Christmas literature. There will be several papers by members on Christmas short stories and the Christmas novel.

Each member of the section is requested, if possible, to contribute a verse or story centered around Christmas festivities. We hope also to have a singer of note, who will render two or three Christmas songs.

Let's make it a big meeting, full of the spirit and atmosphere of Christmas. But come anyway, whether you contribute or not.

JEAN DOUB, Section Chairman.

BOOK CHAT

By ETHEL L. MAXWELL

A highly successful prose volume of short stories by the poet and author of "Enough Rope" and "Sunset Gun," Dorothy Parker, is "Laments for the Living." The stories, thirteen in all, are most of them satirical and ironic; in others Miss Parker evokes moods of tragic emotion and despair, notably in "Big Blonde" and "A Telephone Call." All of the stories are well done, with the tang and bitterness one would expect from the author of "Enough Rope."

Do not let the inevitable comparisons bound to be made by critics between Elizabeth Madox Roberts' "The Time of Man" and "The Great Meadow" and Anne Armstrong's "This Day and Time" deter you from reading the latter, which is a fine and well-written novel of life in the Tennessee mountains, with a protagonist, Ivy Ingoldsby that will long remain in your memory. Unforgettable pictures of the bitter struggle for bare existence by these mountaineers, with its lawless relief in some few cases by moonshine and bootlegging; descriptions of the countryside during all four seasons of great beauty; the humorous fortitude and acceptance of stark tragedy in the lives of others make up a novel at once powerful and worth while, and for one reader, at least, much easier reading than "The Time of Man."

"King Mob," by a gentleman who calls himself Frank K. Notch, but who is, the jacket blurb assures us, an experienced writer using a pseudonym for the time being, is an entertaining account of mob thinking as exhibited by publishers' advertising, book clubs, outline books claiming to simplify difficult subjects, such as Durant's "Story of Philosophy," Browne's "This Believing World," etiquette books and the hifalutin language used in cosmetic advertising. The book is a thought-provoking analysis of the various elements in the life of today which influence our thinking, if any. While criticising many manifestations of mob psychology, the author does not present remedies. However, his unwritten plea that the individual shall not allow himself to be submerged in and by the mob should accomplish something along that line. You will get both enjoyment and profit from reading "King Mob."

Another new English novel is "Prosperity Street," by Barnaby Brook, which is understood to be an assumed name. Why the author, who certainly knows his craft, should wish to issue so entertaining a story as "Prosperity Street" anonymously is a puzzle, as it will undoubtedly achieve popularity. The book deals with the life, loves and career of Frank Peyton, and opens when the protagonist, full of ambition as well as ideals (which later on in life do not mix so well) is starting as a reporter and sub-editor on a small newspaper. The scene is laid in a large manufacturing town, and the first half of the book dealing with Peyton's circle of friends, striving young writers, artists and professional men, his landlady, the grampus-like Mrs. Gallus, Pa Gallus, ex-actor, and their daughter Marion Mary, is delightful, and somewhat more reminiscent of Priestley's charming book, "The Good Companions," than any other novel for many months. Put "Prosperity Street" on your list, and if you do not like it, come to the next meeting of the Book Section and file your complaint on blanks furnished by the secretary.

CLUB NOTES

By Charlotte F. McClelland

Miss Ida Reed has been suffering with a bad old for the past week, and was too ill to attend he birthday party of the San Mateo club on the 24th of November.

Mrs. Marie Judge is in Los Angeles at present on business.

Miss Lillian Elias spent the Thanksgiving holidays at Burlingame, and Dr. Susan H. Hamilton vent to Ukiah to partake of her turkey dinner.

Miss Virginia Anderson, who reported ill a few veeks ago, has taken a leave of absence until after he first of the year.

Miss Jane F. Conway, of San Diego, was a visitor in the club rooms last week. Miss Conway is anticipating locating in San Francisco, and if she does, may decide to join us.

The San Mateo club was five years old a week ago Monday, and the event was celebrated in a most delectable manner at the Oak Tree Inn. There was lovely music, both instrumental and vocal, recitations, beautiful autumn decorations, a delicious turkey dinner with all the "fixings," a birthday cake 'n everything, and pervading all, that charming spirit of hospitality which seems to be a gift of the Peninsula clubs. There were six of our club who attended. Our president, Mrs. May F. Riley, who made a most appropriate little speech, as is her wont, Miss Caroline Bachich, Mrs. Cora Harvey, Mrs. Rose Miller, Mrs. Gertrude Tubbs and your reporter. Miss Edna M. Hansen, who is also a member of our club, was re-elected secretary. You, who do not participate in these events and the activities of your own club, do not realize all the good times and pleasant contacts you are missing. The writer advises you to begin now and really know and enjoy your club.

And now I have a little surprise for you. Our much beloved and talented member, that was Mrs. Ethel Woodruff, is now Mrs. Michael Sullivan, and can be found at 125 Third Avenue, this city. In behalf of the club we wish Mrs. Sullivan great happiness and prosperity.

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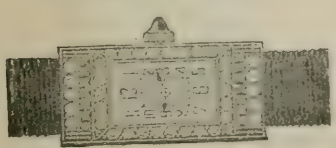

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GURTY'S GARRULITIES

Watching preliminaries incident to erection of Mills Building tower: Workers, ant-like in perpetual activity; huge shovels gobbling sand and black slimy substances; deeper and deeper and water becomes pesty; foundations are strengthened, caissons sunk—all upon "made" ground. Mystifying for my mind; I walk on, pondering upon the creative genius of insignificant man.

"Sunny" Jim finds gov-elect no joy party; job-chasers land on his coat-tails and he takes to his "lofty" dome—450 steps upward, to escape, only to be met with "pigeon-grams"—you can't lose a job-chaser no more than you can a wart.

Shop-windows entice with joyous playthings. Amazing, the living antics placed in mechanical toys. The kiddies are wide-eyed, but I believe the grown-ups get the bigger thrill.

Opening of Women's City Club of Berkeley—another woman's ideal becomes a reality. Individual, atmospheric, luxuriant; a swimming pool that is a beauty — prettiest I've seen; delightful patios, roof for tea; bedrooms of charm with that gorgeous Golden Gate for a picture. The B. & P. of Berkeley have inviting quarters therein and are proud, indeed.

Recent court decision holds pedestrian has a right to expect drivers of motors to stop at signals. Sounds a hundred percent, but blessed be he that expecteth not—he may live for another day.

Great discovery! Participated at a Chinese banquet t'other evening. Parade of mysterious foods covering hours—far too much for the capacity of the human stomach. Finale, paper bags appeared, cartons, and what think you? Contents of the dishes, into the bags—taken home by the wise for the morrow! So—if you see me with a paper bag —well!

New Jersey ed-u-ca-tor gets brilliant. Advocates course in higher matri-matics. Would instruct the adolescent in correct selection of life's partner—banishing all emotion! Mercy! I grieve for future generations.

English judge dares claim we greater prevaricators than men. Perhaps—but: How'd we get that way? Unless we cajole, flatter, puff the great moguls—we become unhappy wallflowers.

A New Vice

Worried man, taking a life insurance quiz, relative to his habits:

Q. Are you a fast liver—have you any dissipations?

A. (Quivering): Well, I sometimes chew a little gum!

—Wasp-Newsletter.

Shocking—Dass'al.

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A CHRISTMAS PARTY

Won't you come to our Christmas party on Thursday evening, December 18, in the club rooms. More details later, but in the meantime, put a circle around the eighteenth on your calendar.

Nell Boardman, Reception Chairman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 DECEMBER 13, 1930 No. 50

Weekly Program

December 15—International Section, 7:30 P. M.
December 16—DINNER, 6:15 P. M.
Western Women's Building, 609 Sutter Street.
SPEAKER: Mr. Gustav Severin.
SUBJECT: "The Foreign Legion and the Land of Sheiks."
December 18—Choral Section, 6:45 P. M.
December 18—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon
Irene Bock — Ruth Shaw
Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

PLEASE CO-OPERATE

The nominating committee for the arrangement of the ballot for 1931 is most anxious to know the opinions and wishes of as many of our members as possible. Will you please, therefore, arrange to talk with at least one of the committee at once, giving any constructive ideas you may have concerning those you prefer to serve us next year in our club work.

We shall be at the club rooms Thursday evening, December 18th, but will be glad indeed to talk to any member by telephone who will grant us the privilege.

MARY D. CROOKSTON, PRospect 2500,
CELIA A. O'BRIEN, GArfield 6216,
IDA J. LORD, DOuglas 7430.

NOMINATING COMMITTEE

Ida J. Lord, Chairman—Appointed by the president.

Celia A. O'Brien—Appointed by the Board of Directors.

Mary D. Crookston—Elected at the business meeting of December 2, 1930.

ARTICLE XI—NOMINATIONS

Section 2.—"This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of

OUR NEXT SPEAKER

Do you remember that fascinating lecture about Devils Island, by Mr. Gustav Severin last Spring? A talk so full of thrilling adventures, intriguing descriptions and amusing anecdotes, that those of us who had planned to attend the symphony the same evening, almost missed the first number, so enthralled were we by our speaker. To come back, if you were there, you do remember; if not, you read of what you had missed in the BUSINESS WOMAN.

We are very fortunate in securing Mr. Severin again, this time on the subject of Algeria—that intriguing land of Sheiks and Legionaires. Mr. Severin was in Algeria three different times, for a period of five to eight months each trip, spending his time in Algerian garrisons, in desert camps and with marching columns. He lived among the picturesque Arab tribes. He marched and camped with troops of the Foreign Legion. Mr. Severin says that Algeria, although far different from the Hollywood and Beau Geste conception, is one of the most captivating and interesting countries in the world. He will tell us of the Foreign Legion next Tuesday evening, that unique corps, where professional bums, ex-bishops, ex-opera singers, ex-everything find a chance a rebuild their broken existences. Mr. Severin thinks that many find themselves, and return to society better and stronger men, after serving in the Foreign Legion, though some go down to oblivion and rascality; but in his opinion the Legion saves those worth saving. Come on the 16th and hear him tell about it.

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candidates so nominated shall be posted by the secretary upon the bulletin board of the club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place."

JEAN E. KERRISON, Secretary.

Josephine H. Traut — Gertrude H. O'Donnell

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Announcement has been received of the marriage of Miss Jessie Louise Kant to Mr. Meriam Stetson on Sunday, November 30, 1930. The wedding reception was held at the Women's City Club. Mrs. Stetson's address is R. F. D. Box 236, San Rafael. We hereby convey our hearty congratulations.

Three of our brand newest members attended the business meeting dinner on Tuesday, the 2nd, and thoroughly enjoyed it. We take pleasure in introducing them to you: Mrs. Minnie F. Dobbin, Notary Public; Mrs. Florence S. Rogers, X-ray technician City and County Hospital; Mrs. May F. Sanford with the New Leather Goods Co.

We regret that we have some illnesses to report Mrs. Marguerette C. Gerry was in an automobile accident and is in the St. Francis Hospital; Miss Clotilde Grunsky had her tonsils removed; Miss Gertrude Mowder has been detained at home with a severe cold, and Mrs. Kathryn B. Cosgrove is in the Franklin Hospital. We are wishing these good members an early return to health.

When an honor is conferred upon one of our members, we experience a keen sense of elation and pride, and it is in this exultant spirit that we inform you that all six districts of the State of California and many counties and individual clubs have endorsed our own Mrs. Annie Little Barry for president of the State Federated Women's Clubs. No opposition candidate has been announced thus far, and we feel justified in our confidence that Mrs. Barry will be elected to this high office, which she is so well qualified to fill. The election takes place in convention in Fresno, April 22nd to 24th inclusive, 1931.

Did you know that our Margaret Mary Morgan has become a "high flier"? While south, spending the Thanksgiving holidays, she hydro-planed to Catalina, and that isn't all, she won and lost money, or was it lost and won some? Anyway, it happened at Agua Caliente and Tia Juana. It sounds like an "old Spanish custom."

Carita Rogers writes asking that friends coming to call please telephone first to BAyview 2955; for as Carita says, "If and when the sun shines I go out for an hour or so in the afternoon, and I am so sorry to come home and find I have missed someone." We are all so glad to know that Carita is well enough to be out nice afternoons. We miss her happy smile and will be glad to see her at club again.

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BOOK CHAT

By Ethel L. Maxwell

A delightfully chatty and charming book about China and the Chinese is "Portrait of a Chinese Lady" (and certain of her contemporaries), written by Dorothea, Lady Hosie, and recently issued by William Morrow & Company. While Lady Hosie touches but lightly on political upheavals and weighty subjects such as the adjustment of an old and agrarian civilization to a machine age, she gives from a warm and sympathetic heart little stories and sketches of her Chinese friends in all classes of society from Mongol princesses to poor rickshamen, boatmen, beggars and bandits. Herself born in China and raised by a Chinese amah, naturally Lady Hosie feels herself drawn closely toward her native land, its people, her friends. This feeling is apparent in every line of her four hundred page book, which will well repay you for the time spent in reading it. However, if you are busy with Christmas shopping and other holiday activities, do not start the book until after the new year, as you will scarcely put it down until you have finished it.

A distinct departure from the stereotyped romance of Venice, moonlit waterways, young love, serenades and guitars, is "While Gondolas Pass," by Helen Mackay (D. Appleton & Co.). This story of little Angela Maria Consolata, known as White Paws, mounts in a crescendo of pathos, suffering, and the almost unbearable hardship of grinding poverty, and diminishes at the end to an entirely satisfactory, withal completely logical conclusion. One is relieved that life is offering some amends to little White Paws for her service and sacrifice, but the inescapable and authentic atmosphere of suffering remains. This is an unusually well written short novel (200 pages), and is distinguished by excellent character drawing, finely presented pictures of post-war Venice and genuine emotion.

IN ANTICIPATION

Thursday night open house of December 4 offers nothing exciting about which to write — good friends, good time, good tea and cake as usual; the cakes, the gifts of Dr. Sprigg and Alice Kennedy.

But we *do* want to write about the Christmas party which has been moved ahead, owing to pressing business in the club rooms and elsewhere to

Saturday Night, January 3.

It's going to be a good party, and you'd better not get forgetful and leave yourself out of it. Doings in Merrill Hall—rather mysterious, and who doesn't love a mystery? Refreshments—for it wouldn't be a Christmas party without those.

The committee will do its best to please you and hope to greet a goodly number—your part consists of being there.

M. D. C.

THE TIME IS SHORT

There are only two months left in which to bring in your NEW MEMBER. For the past four or five weeks I haven't mentioned membership to see if the ball would roll without my pushing it, but the results show that it needs a great big push to get it going. Won't you please work hard the next few weeks and try to make a record of some kind on MEMBERSHIP?

Thank you.

Estelle V. Walker, Chairman,
Membership Committee.

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GURTY'S GARRULITIES

Our Christmas Atmosphere—isn't it a heart-warmer! White garlands and glistening trees in the sun; stores attractive in emerald greens and white; red bells, soft and bewitching at dark with iridescing trees. Kindliness fills the spirit, and one goes lilting along, thankful for health and a "Yob"!

Animal and feathered pals of the zoo to enjoy well-equipped seven-room hospital—isn't that a humane step? Have you not wondered how they fared when bones were fractured, ills seized them? We have cause to be proud of our zoo—have you paid a call? Remember your eti-ket! They are the visitors!

Another progress—another pest! The "seafone" installed upon the *Belgenland* for experiment. With few exceptions, where hook-ups are impracticable, as you drift the globe, from a comfy cabin, take the receiver and chat at any time, anywhere, with anyone. Soon, nary a spot left "to get away from life."

Sentimental friendship via correspondence 'twixt the Great Terry and the Cynic Shaw soon in publication: A super duet. Ellen facing thousands o'er the footlights, overwhelmed with timidity at a vis-a-vis with Bernard; it happened but once. We all have our moments!

Debutantes of New York yearn for reform, one of which, that the dance do cease at 3 a. m. What the present hour—daybreak? And "I-remember-when" to be out beyond 1 a. m. was considered "fast," and just not done by "nice people."

"In the red," so habitual with the majority, causes a chuckle to find the "uppers" ditto. Hoover sees a one hundred eighty million shortage, and our city poppers may face seven hundred fifty thousand. The whole country seems to have "suppressed desires" to live beyond the income.

A round of feeds for the next governor: Chamber of Commerce honors James with food and talk-fest; Downtowners offer more eats and ask for his chatter; and other functions to follow. I have watched the gentleman eat—he never passes up a dish—sweets and starches still in his life.

Football, a questionable diversion. Reflecting upon the gladiators of Roman days—the thumbs-down decisions—we spurt superior, feeling progression. Yet: A check-up after a football encounter discloses broken bones, dislocations, knocked-out teeth and the like—and, 90,000 oft revel in this fracas! I, among the guilty!

Q. "What is your brother in college?"

A. "A half-back."

Q. "I mean in studies?"

A. "Oh, in studies—he's away back."

—*Anonymous.*

Boola-boola—Dass 'al.

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WATCH US STRUT

A letter to the Business Woman from the retiring editor of Alhambra club, Mrs. Madeline E. Woodbury, is such a charming expression of appreciation that we must pass it on:

"Dear Staff:

"For the past two years I have been editor of our little club paper, *El Mirador,* but have now relinquished the job to another of our members; therefore, would like to have you send our exchange copy of your publication to Mrs. Ethel Krueger.

"I shall very much miss receiving these copies, as I have thoroughly enjoyed reading them, and have grown to have a very real interest in your club. When I heard different members' names called at convention and saw them answer in the flesh, it seemed as if I already knew them, having read about them for so long in the Business Woman. I think an editor of a club paper gains much from reading of the doings of other clubs than her own.

"Sincerely yours,
"Madeline E. Woodbury."

And in return we may say quite sincerely that the enjoyment has been mutual. *El Mirador* is a very attractive monthly paper, of which many a larger club might well be proud. We take this opportunity to express our own appreciation of three exchanges which have given us a real contact with other clubs this year: *El Mirador* of Alhambra club, *Velada Chatterbox* of Velada club, Hollywood, and the *Kansas City Business Woman.* The latter is an excellent sixteen-page monthly paper which gives a close-up picture of club life in the Middle West, and a live club, which is always up and doing, we should say.

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SPECIAL COLLECTIONS

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Vol. 7 DECEMBER 20, 1930 No. 51

Christmas

The time draws near the birth of Christ;
The moon is hid, the night is still;
The Christmas bells from hill to hill
Answer each other in the mist.

Rise, happy morn; rise, holy morn,
Draw forth the cheerful day from night;
O, Father, touch the east, and light
The light that shone when hope was born.

—*Alfred Tennyson.*

A Merry Christmas and a Happy New Year

WHERE STEEL IS KING

Our visit to the Columbia Steel Works on Wednesday evening, December 3rd, proved to be one of the outstanding events of the year. Thirty-two club members and friends embarked for Pittsburg via the Richmond Ferry. Immediately upon boarding the steamer we hastened to the dining room, where we were quickly served with a most excellent dinner. The night was warm and clear, and we were favored with a full moon (especially ordered by our efficient events chairman), so that our ride from Richmond to Pittsburg was perfect. The lights sparkling on the new railroad bridge, the sugar refinery and the oil refinery made us feel we were in fairyland, and over and above all winked the beacon on Mt. Diablo.

On our arrival at the steel works we were taken in charge by Mr. George Maybe, night superintendent, and Mr. James Chapman, secretary to the general superintendent. We were first compelled to register in a book and were given tags which also had to be signed, and were warned that on no account must those tags be lost. We hate to contemplate what would have happened had we been so careless.

We first saw the glowing red bars of steel cut into short bars, which were then run through rollers until they finally emerged thin sheets of metal. We followed these metal sheets through the processes of sulphuric and muriatic acid baths and zinc coatings until the finished article appeared as beautiful shiny galvanized steel.

We were next taken to the wire room where reel upon reel of various gauge wire were run through nail machines. All kinds and types of nails are manufactured there, from tacks to huge iron spikes. Their output is from twelve hundred to two thousand kegs per each twenty-four hours. Also galvanizing of wire, and making of barbed wire.

We then visited the furnace room where we witnessed the melting process. Here all kinds of scrap metal is turned into useful material. Huge piles of scrap material containing every sort of article from discarded automobiles to safety razor blades were being melted. The largest mound, we were informed, contained sixty thousand tons. Through violet glasses we were able to look into the furnaces and see the molten metal or "soup." This scrap is placed in a vessel resembling in size and shape a large iron bath tub, and a huge crane dumps the contents into the furnaces, where they are subjected to a heat of seventeen hundred degrees for a period of twelve hours. We found this part of the plant so interesting that it was with difficulty we were persuaded to move on.

Our last visit was to the tin-plate mill. The process there was very similar to the steel mill. We were informed that the tin mill is the only department in which women are employed, and that forty-five women were brought from the East for that department. They are now training eight local girls for the work, their duties being to inspect the finished tin sheet for any possible flaws.

Note the change of date for the Christmas Party to Saturday evening, December 27. The presence of some members and the absence of others made it difficult to find a date agreeable to all, hence the changes in dates. And after all, have we not, as women, a right to change our minds? But whether we have or not, come to the party anyway and have a good time.

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The Columbia Steel Works covers an area of one hundred and sixty acres, and employs from two thousand to twenty-five hundred men. Their coal and iron is shipped from mines in Utah, and the tin from the Malay Peninsula in their own ships. The fuel oil, of which they use two million barrels per month, is from our own state. This great plant is served by four transcontinental railroads as well as by steamers.

When we boarded the bus for our return trip our tags were gathered up by our guide and heads counted to make sure none had been left in the "soup." We arrived at home without event, and were a tired but happy party. I am sure all agree that it was a worthwhile trip, both pleasant and educational.

—A. K.

Weekly Program

December 22—Civic Section, 7:30 P. M.

NO DRAMATIC SECTION meeting until January 13, 1931.

December 25—Christmas Day.
No Open House.

December 27—Christmas Party, 8:00 P. M.

CLUB NOTES

By Charlotte F. McClelland

Mrs. Vesta Page, who has been in Hollister all summer, was a welcome visitor in the club rooms a few days ago.

Miss Frances L. Ipsen has opened a physical culture studio—electro therapeutics, etc., at 1511 Sixteenth Street, Sacramento, Calif. We hope her venture will be a successful one.

Now, if you will get out your roster, we will give you some changes: Mrs. Meta Bolte Powers is at 1340 Taylor Street, Apartment 8; Dr. Rae Morrow's office telephone number has been changed to DOuglas 6337; Mrs. Edyth Wiltse is sharing Mrs. Minna Brown's apartment at 953½ Jones Street, FRanklin 5439.

On December 8th, Miss Gertrude Mowder underwent a very serious operation at the Children's Hospital. A second operation was performed on the 11th, but at this writing the report of her progress is very favorable, and we are, indeed, thankful. Miss Mowder has been associated with the club for many years, is an indefatigable worker, and is much beloved by the membership for her sunny disposition and kindliness. We are all holding the most cheerful thoughts for her rapid recovery.

We are sorry to announce that Miss Eleanor Robson has met with an accident. She slipped in one of the downtown stores and broke her ankle. We hope that this unfortunate mishap will not interfere with her enjoyment of the holiday season.

And speaking of the holidays, Dr. Rae Morrow is going to spend Christmas with her brother and his family in Nevada. She leaves on the 20th. Cherio, Rae, and happy days.

Mrs. Stella Kirby and Mrs. Kathryn Cosgrove, who were reported in the Franklin Hospital, are both doing finely.

Miss Emily Williams and Miss Lillian Palmer have gone "jogging," and that, you may have it right from Miss Palmer's pen, we quote an extract from her letter: "I merely ask you to mention in the collyums of your paper, couched in chaste language, that I am traveling de luxe, by Chevrolet, in the wide, wide world, but that my heart is always on the fourth floor of the Western Women's Building, and that letters sent to Los Gatos will reach me." Your reporter regrets that she cannot, without a breech of confidence, give you the full text of the letter. There were many chuckles in it, as you can imagine, knowing Miss Palmer's effusive humor and how entertaining it is.

Place on your Christmas shopping list the address—494 Post Street—Anna S. Hunt's Shop—and solve many of your gift problems there.

THURSDAY AT HOME

About thirty-five members gathered at the club rooms on Thursday evening, December 11th. Bridge seemed to be a secondary feature of the evening, as more of us just sat and talked. Miss Lord and Mrs. Crookston did their best to keep up interest in the coming election, and to make us realize that "now is the time." Both ends of the room were filled with conversation, serious, semi-serious, and just plain frivolous—and how else should the T. B. W. be when off-duty?

We had the pleasure of entertaining one guest, Miss Mary Dobbinson, of Twin Falls, Idaho. We hope to see her again some day.

The usual delicious tea and cakes were served—through the generosity of Mrs. Persia Briggs. She should have been there to see how much it was enjoyed.

Everyone was full of their Christmas plans, shopping, etc., and how glad we will be when Christmas *is* here—and then when it is over! And that reminds me—don't forget our own *Christmas Party.* To enter into the real Christmas spirit and bring the party nearer to Christmas, the date has been changed again to Saturday evening, December 27—just two days after Christmas. Isn't that a splendid time for a party? Those who have Christmas parties at home will still be in the mood, and for those who are away from home, the club party will give a wonderful opportunity to have a real Christmas, for isn't the club just one big family? You know what a lovely tree we always have, and as for entertainment, there are going to be surprises a-plenty, so be sure to come. It is going to be a nice party. A lot of merriment has been planned, and we want everybody to come and meet everybody else here.

—E. C. F.

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PHOTOGRAPHIC CONTEST

Word has been received from Miss Johanna Heim, who has been re-appointed photographic chairman for the State Federation for the ensuing year to the effect that plans are being made for the third photographic contest.

Before proceeding, the committee wishes to know the extent of interest that will be manifested in each club. Will you please, therefore communicate your interest with Mrs. Burlingame or directly with Miss Heim before January 2nd. This is not a closing date for the contest; but it is necessary for the committee to have some indication of the wishes of the member clubs before going ahead with plans.

Anna S. Hunt has a wonderful display of lovely hosiery from $1.50 up, and these always make acceptable Christmas gifts.

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GURTY'S GARRULITIES

M. Y. O. B. Translated: "Mind your own business." This furor: Married women working! For Heck's sake, what's it to anyone, anyhow! In art, literature, the stage, domestic help, medicine, nursing—not a yap! But in the office, politics, executives—up goes the howl! "Custer's last stand." We stay put—married or single; might as well abolish the 'phone or the auto! Mid-Victorians, pipe down!

Hollywood houris feel the need of permanents for Towser. Vision a wee Pekinese submerged under one of those centipedes; poor little perp, he'd acquire wave-a-phobia.

Bally-ho for the Rose Festival at Pasadena! Deah supervisors turn martyrish! S. F. *so* popular "down south," just must have swank delegation, lest L. A. be peeved. Fat appropriation for the "unemployed" to take-in a football tussle. Mr. Uhl—where art thou?

Florida has orange juice squeezed, bottled, shipped and delivered to the New Yorker's doorstep. Tomato juice coming right along, promises competition. There you are—pin your faith on the white, the yellow or the green.

Aloha to an old friend: "The crookedest railroad in the world" passes. Rails gone, locomotives to the scrap heap. 'Less you go via motor, you must hoof-it, for a glimpse of one of nature's finest panoramas.

I am non-plussed: What time o'year be it? In the shops are summer prints, fascinating straws. Is December "rushing" May?

How-dy: In about five years, a motor trip divine: From the heart of Francisco, to the heart of Alaska. Leaving the shoes of our bay at dawn of a perfect June morning, we'll go moseying along the Redwood Highway, to Portland, Seattle, Prince Rupert; daylight becomes perpetual, and we'll vagabond the banks of the Yukon at all hours, to Fairbanks—3,500 from home.

A "Real Christmas"—that vibrates upon my tin-ear. Snow, sleet, discomforture—flossed up! "Real Christmas" to a San Francisco-ite: Brilliant sunshine, balmy air; gorgeous flowers in shops, in gardens, in our Park; fresh fruits and vegetables; kiddies in the out-doors with their toys; pretty girls, nifty-boy-friends; out-door concerts—lots-a-eats!

Mr. Mencken muchly married, but not yet muzzled, remarks: "Marriage less dreadful than made out to be." He wouldn't fool us—would he?

"Oh, Henry, do you know it's most a year since our honeymoon? Remember that glorious day on the sands? How'll we spend this one?"

"On the rocks."—*Unknown.*

Sad—Dass'al.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 7 DECEMBER 27, 1930 No. 52

Weekly Program

December 27—Christmas Party, 8 P. M.

December 30—DINNER, 6 P. M.
Western Women's Building,
609 Sutter Street.

SPEAKER: Mr. Roland U. McIntosh.

SUBJECT: "Air Adventures in the United States and Foreign Countries."

January 1—New Year's Day.
No Open House.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

WITH THE FOREIGN LEGION

By Margaret Girdner

Algeria, the land of fatal enchantment, was the subject of the lecture by Mr. Gustav Severin at the dinner meeting of December 16th. Mr. Severin is one of those speakers who must be heard to be appreciated—no reporter can hope to convey, through the limited medium of the printed page, the delightful humor, the rapid flow of anecdote, and the subtle characterization with which he builds up his series of vivid pictures.

As a young German lieutenant assigned to staff duty for intelligence work, Mr. Severin was sent to Algiers in 1903 as an observer to be attached to a small punitive expedition of the Foreign Legion. He was particularly interested in "observing" the value of a battery of French "seventy-fives" which were then the subject of experiment. This was the first of three visits to Northern Africa during which he had unusual opportunities to observe native life and customs as well as to study the methods of the French in their colonial policy.

The Foreign Legion as revealed through actual contact is quite different from the corps as revealed through literature. It is a force hardened to any adventure, and composed of expatriated men—men of broken lives who have come to lose themselves in this army where no personal questions are ever asked. Although all nationalities are represented among the soldiers, it is an interesting fact that 65 per cent are German.

The legionnaire is a wonderful soldier on duty, capable of onerous and dangerous exploits, but often a waster during periods of repose. Judged by the standards of other European armies, discipline is not rigid, and the legionnaire may be called

A GOOD PROGRAM

Mrs. Sexton, our program chairman, announces Mr. Roland U. McIntosh as the speaker at the dinner, January 30th. As a half-way point between the lecture of December 16th, on Algeria, and the one in January, which is to be on Central America, we are told, this lecture of December 30th does not even pretend to bring us down to earth, but will keep us very much up in the air. Mr. McIntosh, we are informed, is well equipped to talk on "Air Adventures," having been in the airplane business and connected with air travel ever since the war.

After having been in charge of one of the earliest air lines in California, Mr. McIntosh was next manager of the Standard Air Lines of Los Angeles, after which he became manager of the Cessna Aircraft Corporation of Wichita, Kansas, and later owned the Mack-Craft Amphibian Corporation of Detroit. Mr. McIntosh has done much statistical work in this newest of industries, and has participated in many exciting aviation races across the United States in connection with the opening of new air ports, using a special racing plane for exhibition flying and parachute demonstrations.

As Mr. McIntosh goes on the air every evening at eight o'clock, dinner will be served promptly at six o'clock, in order to give Mr. McIntosh time to keep his eight o'clock engagement after speaking to us.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies.....05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

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Home Telephone—GR aystone 5713
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Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

a "gentleman soldier," subject to severe hardship on the march, but keeping good "union hours" at drill while at the post.

The Hollywood sheik is quite different from the real article, and instead of a handsome Valentino, he is a dignified, bearded, and often dirty individual, absolutely impervious to Western charms, which are shamefully unveiled and therefore not deserving of respect. It is true that desert sheiks run off with lady tourists only in the movies.

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CLUB NOTES

By Charlotte F. McClelland

Miss Winifred Kerr left on the 16th for a month's visit with her family. Until January 10th, her address will be 1401 Stone Street, Great Bend, Kansas.

We wish to correct an error in last week's column. Mesdames Wiltse and Brown's address is not 953½ Jones Street, but 1140 Hyde Street, Apartment 6.

If you were at the club rooms on Thursday, the 18th, or after, you saw the very beautiful red berries which our thoughtful and generous member, Miss Florence Calderwood, brought to us all the way from Palo Alto. They were a feast for the eyes.

It is reported that Miss Gertrude Mowder is getting along so famously, that it is expected that she will be able to be home around New Year's. We have much reason for rejoicing, as all of our members who have been ill are now well along on the road to recovery.

Our honorary president is "jogging" right along. A note from El Centro, dated Wednesday, some time in December, says that she is on her way to Mexico, where she would remain, if it were not for that important date she has with us on February 14th.

Dr. Susan H. Hamilton has a new telephone number for her office phone. It is DO uglas 1591.

We regret to learn that our president, Mrs. May Riley, was obliged to leave her office on the 16th, owing to a severe cold. At this writing she is feeling much better and, we trust, will be able to return to her office in a few days.

Miss Catherine Glenn writes that she is still "enjoying poor health," but expects to be home for the Christmas holidays and in all probability will visit San Francisco, when she will "show us the huskiest invalid ever." We shall certainly be glad to see her.

Mr. and Mrs. Joest were dinner guests on Tuesday, the 16th. Mr. Joest will be our speaker on January 20, 1931.

Miss Margaret Sutherland entertained three guests at the same dinner—Mrs. Genevieve Pendergast, Miss Louise Wichman and Mrs. Frances Waters. We understand that the two first named ladies are becoming members, and that Mrs. Waters is a prospect. We are indeed fortunate in securing such representative women.

Mrs. Jennie Lake Sanford met with an unfortu-

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nate accident recently. She was struck by a California Street car at Van Ness Avenue and California Street. She is confined to her home at 3810 Sacramento Street.

Miss Eleanor Robson is staying, temporarily, with Mrs. Minna Brown.

Miss Hazel Ramon has concluded that tonsils are not at all a necessary part of her ensemble, and intends to discard them on Saturday, the 20th. Why so near Christmas? Doesn't she care for turkey?

Hope you all had a Jolly Christmas!

SWEETS vs. BRIDGE

Well, my dears, I strolled casually into the club rooms last Thursday night bent on a game of conversational bridge. You know I simply adore bridge if I can play socially and not seriously, if you know what I mean. There was a nice jolly crowd, and our new member, Miss Etta Graff, was hostess to Dr. Louise Deal. Well, my word, after dropping a couple of tricks, I had just found out what was trumps when Margaret Brandt passed a box of luscious glacé fruit that Merle Curington had sent, which really was the cause of my throwing away that ace in such a light manner, I mean it actually was. However, I laughed that off and at that point Ada Brace came in with a box of candy sugar wafers, no less, for each table—can you cope with it? About the time we, that is, my partner and I, had gone down literally scads of points, tea was served, with a big surprise in the way of a fruit cake all the way from China, sent by Virginia Himes. That cake had certainly lost nothing in crossing, if you get my meaning.

Of course, maybe I shouldn't have made that three no-trump bid on Jack high in two suits, but I simply love to bid and I still feel that I could have made it, but just at that crisis along came Hazel Ramon with a simply ravishing Danish coffee cake and I was all aflutter again—can you bear it, my dear! And Nell Boardman and Rae Morrow just had to talk about the party on the 27th—yes, and the Christmas tree is up and smells so good—and what with China and Denmark represented in the tea served under a California Christmas tree, I felt rather international, if you follow me. My stars and garters, I was all in a whirl—my score was really quite vague—perhaps I shouldn't even mention it, but I had an awfully good time, I mean I actually did.

B. S. M.

ST. NICHOLAS

One Thursday evening some time ago a few "non-bridgers" became reminiscent about the beloved books of their childhood. Shortly after that, by a happy coincidence, we found in the San Francisco *Chronicle* a news item to the effect that the old *St. Nicholas* had been sold by the Century Company, which had published it since 1881, to the publishers of the *Scholastic*.

The *Chronicle* went on to say that the *St. Nicholas* was founded in 1873, many of the most famous names in American and English literature in the last fifty years appearing among its contributors. "The wealth of important contributors was largely accounted for by the personality of Mary Mapes Dodge, who edited *St. Nicholas* from its inception in 1873 until her death in 1905 . . . She set herself to prove to young people and their parents that the best that could be had from gifted authors and artists was the only thing that was good enough for children."

And now in the last number of the *Saturday Review of Literature* we find a sequel. "Our own May Lamberton Becker will become literary editor of *St. Nicholas* on February first. . . . It may well happen that Mrs. Becker may revive the great days of the editorship of Mary Mapes Dodge. . . . Mrs. Becker will be the first woman to succeed Mary Mapes Dodge, who got Lord Tennyson, Longfellow, Rudyard Kipling, Christina Rossetti, Bryant and Whittier, among others, as contributors. She pressed into service Robert Louis Stevenson, Frances Hodgson Burnett, and Joel Chandler Harris; and Mark Twain's 'Tom Sawyer' was written as a serial for her *St. Nicholas!*"

Members of the Book Section recently presented May Lamberton Becker's "Books as Windows" to the club library.

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GURTY'S GARRULITIES

Where were you when the lights went out? For most an hour last week, stores and offices discovered the gloom of their daily habitations! How we moderns lean upon electricity! And what-a break it was for the shoplifters!

Even in the "land of freedom," moonshine concoctions bob up. In "Merrie England" the scrapings from old casks of port, mixed with a cheap spirit becomes "Red Biddy" and helps deplete the populace. Anything, so long as it is "against the law," brings glee!

Statistics show the life of an auto five short years—then the ash-heap. Should your stock take a fall—Yelps! Now look at the tumble your motor offers. But, then, one just cawn't get along without one—you know!

Pious one takes religious magazine to church and whilst in prayerful meditations, a shifty one lifts the literature. You never can tell where a crook may horn-in—Eh, What?

Good News! There are those left who admit prosperity — think o' that! Orange Growers of California admit a banner year—five millions to the good last season. Everybody's drinking it—the golden fluid.

How we treasure the teeth — hold onto the "dead" ones. Here's a Chicago woman, blind of one eye for years, parts with six molars and behold: She sees; her sight is restored. A tooth for an eye—who wouldn't?

Jazzy hubby and classic wife cannot blend—on to Reno. Frigid Pauline and her fourth edition fail to merge—on to the Courts. Let's see, Polly and Peggy—neck and neck—who'll pick the fifth, first?

Al Capone's sister has small gathering of 4000 to see her wed one of Al's henchmen. It was a tame affair, five high-power gunmen on tap . . . and not a single killing!

Sinclair Lewis gets Nobel Prize and creates a furor. Hardly considered in the Literary Inner Circle at home, we learn from Sweden he has "literary art in general"; and financial art, likewise—his check $46,350. Now with magnanimity he acclaims there are other writers of "Peasants of Nebraska"! What a hit that will make in Nebrask-y!

Watching a man dust: With huge rag he slaps at the woodwork, the furnishings and admits a fine job! Rub your fingers along, show him results—unkind words follow!

Real Work!

"The old black hen hopped on her perch and
and dropped her eyes to sleep
And murmured in a drowsy tone: 'Young man,
hear this and weep:
I'm full of worms and happy, for I've eaten like
a pig;
The worms are there as always—but, boy, I had
to dig!' " —*Detroit Drug Journal.*

Cluck-cluck—Dass'al.

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FROM OUR FILES

The Weekly Program of the issue of December 26, 1925, Business Woman announces in large type, "Formal Opening of Club Rooms, 447 Sutter —Jinks, Fun, Frivolity, Music, Refreshments." How time does fly! Do we remember the moving from 575 Market Street to those cozy club rooms at 447 Sutter Street, we old timers, who were in the club five years? Do we remember that Christmas party, Santa Claus and the program. And is it really five years? Such busy years and full years! We have so much now that we did not have then! We take so much for granted now! For instance, five years ago we did not have a Book Section, nor a Civic Section, nor a Choral Section. We had no Remembering Fund for scholarships as we have now. We had no Thursday open house. We hear the newer members ask, "What did you have, then?" We had the foundation on which our present club is built and it must have been a good foundation, strong enough to hold each new story which has been built upon it. And when the next five years are done and we look back, as we are looking back now, let us have just as much more to show in accomplishment and growth.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JANUARY 3, 1931 No. 1

Weekly Program

January 6—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.
January 8—Choral Section, 6:45 P. M.
January 8—Thursday Open House,
8:00 P. M.
Hostesses
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Lillian Howie Lilly Tufts
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Please make dinner reservations at club rooms, PR ospect 8347.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

AN INVITATION

BUSINESS AND PROFESSIONAL WOMEN ALL:

You are asked to meet together on the eve of the twenty-second day of January in the New Year, in the ballroom, in the card room, and in our club rooms—Western Women's Building—where we will have auction bridge, contract bridge, whist, and whatever-you-might-wish-to-play, and where you can delightfully entertain your friends. The better plan is to make up your own tables, as you will be sure to be seated with good players then,—but we can also accommodate those who wish to purchase a single ticket or tickets. We are disposing of the tables at $3.00 each, or 75c for each ticket,—a prize for each table, and—but then, in this first notice, you can't expect us to tell you everything. In other words, we are notifying you herewith that our next social event will be a CARD PARTY.

Get enthusiastic, get interested, and get busy, as we very much want this to be a huge success, with the objective in the backs of our minds always—Remembering Fund and the future well-being of the club itself.

The following members are captains, with the balance of the membership deputized as lieutenants to help dispose of all the tickets:

Belle Banz Dal O'Brien
Lydia Johnson Mary Parsons
Jean Kerrison [illegible] Reid
Jessie McKinney [illegible] Shaw
Hazeldean Mitchell Mrs. D. Roach Withers

Tickets may also be purchased from Mrs. Burlingame at the club rooms.

Wouldn't this be one sure means of seeing all the members and wishing them a Happy New Year, and incidentally by our presence making it a successful 1931 for the club?

Everybody is invited!

MARY BAKER, Chairman.

FIVE YEARS' SERVICE

When this paper reaches the membership, five years of service to our club will have been completed by Mrs. Irma M. Burlingame, our executive secretary. We feel safe in saying that except for non-resident members, Mrs. Burlingame is personally known and loved by us all. Anything that we may say here with regard to her loyalty, her willing helpfulness and her great charm is almost superfluous, but as we take stock at the end of five years we are glad to voice the appreciation of the club.

BUSINESS MEETING

On Tuesday, January 6, a business meeting will be held of especial interest to all members. In addition to the usual reports, the nominating committee will present the ticket of officers and directors for the year 1931, to be voted on at the February business meeting. This ticket is of interest to everyone, and every member should be informed as to the recommendations of the nominating committee, so this meeting should be well attended.

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A MEDITATION

Our lives are like the highways that wind throughout the state—sometimes we go along the straight road and things seem easy and bright; and then, we come to the rougher roads and sometimes it hopeless seems, but—what is that? A turn in the road—I wonder what's round the bend? No matter how tired or troubled, no matter how sad or blue—there's always a hope within us, when we see a bend in the road. Perhaps it is happiness awaiting, perhaps it's relief from pain, perhaps it's Prince Charming waiting, perhaps it's our dreams come true. Whatever it is, it's intriguing—that bend ahead in the road.

ESTELLE V. WALKER.

POETRY

By JEAN CARTER

Good poetry, when you get on speaking terms with it, will *make* you laugh and cry aloud, because it is Real; boiled down Reality. It is thought, and feeling, in pictures so complete and so sharp that it pricks, and wrings out of you genuine emotional responses, and whether you will or no, you grow by the experience.

Whole novels are written on a theme that can be condensed into one short poem. We read the novel, devote hours to it, and wonder at the end at just what the author was driving. In a fraction of the time you could read the poem through several times and with each reading get the kick of the idea, just like the explosion of an engine cylinder. You'd know what the poet meant because you'd *felt* it.

One way to begin getting acquainted with poetry is not to jump over those little bits in boxes, scattered through current magazines. Some of them are really fine. And the only way to judge how good a poem is (with apologies to all the many dissertations on the subject) is to watch for the effect it has on you, personally. No other precept counts for anything.

And as for you mystery story fiends. Did you ever try sticking your nose into Browning's "Ring and the Book"? There's a murder mix-up for you. It's sufficiently sordid to make you creep, and no Sherlock Holmes ever thought up any more varied solutions on the burning question of "how and why was this man murdered?" If you get going at it we wager you forget it's verse.

And if you'd like to hear history get up from the dead deadness of our school text books and breathe hot breath from real People, try Benet's "John Brown's Body." It's every bit as real as "All Quiet On the Western Front," and beautiful besides.

—From *El Mirador,* Alhambra B. & P. W. C.

The traffic officer had raised his hand and the lady motorist stopped with a jerk. Said the officer, as he drew out his little book: "As soon as I saw you come around the bend I said to myself: 'Forty-five at least.'"

"Officer," remonstrated the lady, indignantly, "you are mistaken. It's this hat that makes me look so old."—*The Recorder.*

Josephine H. Traut — Gertrude H. O'Donnell

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CHRISTMAS PARTY

Old Santa, before leaving for the mountains, arranged with our Reception Chairman, Nell Boardman, and Hostess Chairman, Dr. Rae Morrow, that we should have our annual Christmas party on Saturday evening, December 27th, in Merrill Hall. It is a time we look forward to meeting our members and their friends, and we were pleased with the splendid attendance.

It is regrettable our president was not able to be with us, on account of illness, also, that Dr. Rae Morrow was out of town; however, she sent us a telegram from Nevada:

"Greetings to you all; thinking of you now, and tonight."

which was read by the chairman of the evening, Nell Boardman, who also extended greetings to our members and guests.

We then proceeded with our program—

Vocal Solo.....Mrs. Mignon Schocken Feibusch
Spanish Dance.....Miss Marjorie F. Wilson
A Reading.....Miss Frances Anderson
(Pupil of Mrs. Eva Smith Hackett)
Cantata .....Our Choral
(Mrs. Drake Le Roy, Leader)
Vocal Solo.....Mrs. Mignon Schocken Feibusch

We are very grateful to all who have made this party such a wonderful success, and extend our best thanks.

HAPPY AND PROSPEROUS NEW YEAR TO ALL.

ISABELLE E. BANZ.

A DOLLAR DOWN

"Joseph, if your father could save a dollar a week for four weeks, what would he then have?"

"A phonograph, a new suit, a refrigerator and a new set of furniture."—*Country Gentleman.*

THE JOY OF LIVING

Intelligent adults are eager to keep life colorful and stimulating, to cultivate freedom of expression and the ability to find beauty in any environment.

Miss Ethel Cotton, the originator of many distinctive courses for adults, believes that by playing the game of conversation, by learning how to toss ideas to and fro, one develops mental alertness, and also acquires the ability to make friends quickly.

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Dinner 5:30 to 8 p. m., $1
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Sunday included
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GURTY'S GARRULITIES

The nudge to spend, to circulate money, to help lessen depression—did you do your bit? No doubt, and it has pinched, and will continue so until the February pay-check. Ha-ha, the booby prizes which circulate—I got my share—oh, yeah!

That Bernard—the one and only—would abolish Santa Claus, thus eliminating another fairy tale! Oh, PSHAW! Let's be happy, though simple!

Christmas cards—do you not wonder where they all originate—the milluns of varieties? I sent heaps, I got heaps, and only two duplications!

The Wets had their innings over the holiday, for they broke all records for arrests, since Prohibition! Alas, the Noble Experiment!

Hick-buyers from the "stix" no longer to be it for jolly parties, shows and other yip-yap. Cruel edict: Strictly business. Right on down the line we are coming to "brass tacks" and the flossy life is over.

Even the schools hear the urge for fundamentals. Governor Young's commission recommends more character training, morals, manners. It may be that the old three R's may return!

Gee-whiz! Sort-a glad I am of today. Looks as if the competition of humans in the twenty-first century would be tres difficile! We are increasing at the rate of 50,000 per day! Overproduction in all lines!

What-ho! Intelligence fluid discovered which, when injected within the sluggish brain of guinea pigs, produced mental activity, keener observation, etc. Whew! That's what I need today!

When this you glimpse, it will be 1931. Our resolutions many and already on the totter! Here's my New Year wish, a silly ditty, whoopee-d at our New Year's Eve party, to the tune of "Sweet Adaline":

A year ago, we didn't know
Depression's woe, would grasp us so;
May the year to come, nineteen thirty-one,
Bring prosperity, by gum!
To all—not some!
Cheerio—Dass'al.

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CLUB NOTES

By Charlotte F. McClelland

Miss Ida M. Reed spent Christmas in Sacramento, and Miss Clara L. Sharp ate her turkey in Auburn.

Miss Orah Howard's mother passed away very suddenly in Palo Alto. Miss Margaret Mary Morgan and our state president, Miss Reed, attended the funeral on Monday, the 22nd. We are grieved to hear this sad news, and extend to Miss Howard our deep and heartfelt sympathy.

Most of you know our former member, Miss Janice Waterman, and remember with glee her satire on aesthetic dancing. Well, a blue bird (a blue bird signifies happiness, so it was a blue bird) whispered that she is now Mrs. Janice Waterman Marks, and that the ceremony was performed very recently.

Miss Carita Rogers is getting better and better, but does not expect to return to business until after January 1, 1931.

We hear that Miss Eleanor Robson is going to Palo Alto to spend several weeks with relatives.

News has reached the club rooms that Miss Hilda Gohrman, one of our former members, is now affiliated with the Morris Plan Company, and will organize and head a woman's department for their institution to better serve the women of San Francisco. We extend our congratulations and good wishes to Miss Gohrman for the success of her undertaking.

A good thing to remember,
And a simple thing to do—
Is to work with the construction gang!
And not the wrecking crew!

—*Tel Hi Tattler.*

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Assistant Vice President

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JANUARY 10, 1931 No. 2

Weekly Program

January 12—Book Section, 7:30 P. M.

January 13—Dramatic Section, 7:30 P. M.

January 15—Choral Section, 6:45 P. M.

January 15—Thursday Open House, 8:00 P. M.

Hostesses

Alice Kennedy

Betty Walton Almyra Duffey

Grayce Dempsey Amanda Heuerman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

AIR ADVENTURES

By Ethel L. Maxwell

At the dinner meeting on Tuesday, December 30th, a somewhat diminished audience of club members and guests had the pleasure of listening to Mr. Roland McIntosh, a pioneer flyer with hundreds of hours and thousands of miles in the air to his credit, but like most of the men in the industry, still a young man, apparently in his early thirties. While the attendance, owing to the holiday season and a number of colds among those who are usually with us at all club functions, was small, Mr. McIntosh's listeners were enthusiastic, and felt well repaid with a pleasantly informal and humorous account of various adventures in flying, particularly the speaker's story of his first parachute jump, or should one say fall, rather than jump, since his pilot almost used force in pushing off his reluctant passenger into the great open spaces under the plane. It is easy to conceive that Mr. McIntosh's emotions must be shared by all novices in parachute jumping, although he assured us that traveling by air, including the necessity of the occasional use of a parachute, has far fewer accidents to mar its safety record than railroads have, and that elements of danger can be eliminated entirely where only experienced pilots are employed who are safe and sane in their flying methods, and preferably sober. Mr. McIntosh made some extremely interesting prophecies concerning the development of airplanes for use in commercial aviation, prophecies which he thinks will be seen at the end of the next five years, such as a possible speed of 500 miles an hour; the speeding up and lightening in weight of airplane motors, which he says are too heavy and too slow; wings possibly 150 feet wide; propellers perhaps generating electricity by air.

Many of the airplane accidents of which we read in the newspapers happen to mail planes, as they travel almost regardless of unfavorable weather conditions, as the mail must go through. As the outstanding example of the safe and sane flier, Mr. McIntosh mentioned Lindbergh, whom he knows intimately, and whose careful checking of every single item about his plane, gas, oil, mechanical condition, the warming of his motors, every detail of safety attended to before starting into the air, he considers should be the practice of all pilots. After this thorough and practical examination, Lindbergh "makes speed after he gets into the air," which, if results count for anything, seems to be the proper place, and not on the ground before starting. He also added that if all pilots were like Lindbergh, "who never takes a chance, there would be no accidents."

His account of the many hours his six-year-old son has spent flying, and the possible 75,000 miles he has traveled by air, was thrilling, particularly the story of his having guided a plane for an hour and having kept it on a straight course toward a fixed objective. His pride in having developed probably the youngest aviator in the world is certainly justifiable. Women, Mr. McIntosh finds far more courteous in their attitude toward fellow pilots than men, particularly in racing, and while a little slower in learning and possibly less daring, are sensitive to the controls and make nice landings. His attitude toward women flyers expressed his complete acceptance of them as fellow pilots, and his casual mention of the fact that his wife has had seventy or seventy-five hours in the air was convincing proof that he considers an airplane a perfectly natural place to be.

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DRAMATIX!

The first meeting of the year 1931—Tuesday, January 13th—at 7:30. To all members of the club we extend a welcome to come into our section. We meet twice a month, on the second and fourth Tuesdays. Dues are twenty-five cents per month. An outstanding play is read at one meeting, usually the first, and a current attraction is attended for the other meeting. When the club requests a Dramatic Night, members of this group only take part therein. So we offer you three diversions: Read with us, theatre with us, or act with us!

At our meeting on the 13th, we will read "Lysistrata," which has had such an extended run in New York, and which was played at the Travers Theatre here. It's a little naughty—but it is modern!

GERTRUDE D. TUBBS, Chairman.

WILL YOU COME TO OUR PARTY?

The time has come to use that new memorandum book, diary or date book that Santa Claus brought you. Turn to February 14 and write in large letters, in red ink, "INSTALLATION DINNER." Of course, we do not yet know whom we are going to install, but we do know that it will also be our "good-bye party" to our out-going president, May Riley, who has served us so well and faithfully for two years, and a welcome to the new president.

The committee has not divulged all the details, but a few secrets we can pass on to you. The dinner will be held at the Clift Hotel. The Clift is centrally located, and offers an excellent menu, lovely surroundings, soft carpets, rich, colorful hangings, flowers, music, a good program, and, of course, a good-looking crowd. It always is, so be sure to come. We need YOU to complete the picture. Get your reservations for tables in early with Mrs. Burlingame.

IN HONOR OF MRS. W. B. HAMILTON

The president and board of directors will be hostesses at a welcome home dinner to be given for Mrs. Hamilton on the evening of Thursday, January 15, 1931, at the Women's City Club, 465 Post Street.

Mrs. Hamilton has just returned from an interesting and delightful six months spent in Europe, and after dinner has promised to give a short talk to the Thursday group in our own club rooms on her European experiences. We hope that a large number of the members will come to the dinner for one of us to whom we are indebted for the beauty and comfort of our rooms.

Reservations for dinner (6:30 p. m.) with Mrs. Burlingame. If you are unable to join us for dinner, be sure to come to the club rooms at 8 o'clock.

HE OVERLOOKED A BET

He brushed his teeth twice a day.

The doctor examined him twice a year.

He wore his rubbers when it rained.

He slept with the windows open at least eight hours every night.

He stuck to a diet with plenty of fresh vegetables.

He relinquished his tonsils and traded in several worn-out glands.

He never smoked, drank or lost his temper.

He did his daily dozen daily, besides taking plenty of outdoor exercise.

He was all set to live to be 100.

The funeral will be held next Wednesday.

He is survived by eighteen specialists, four health institutes, six gymnasiums, and numerous manufacturers of health foods and antiseptics.

He had forgotten about trains at grade crossings.

—*The Weekly Messenger*, Seattle.

DR. SUSAN HARRIS HAMILTON
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291 Geary Street **San Francisco**
Phones: Office DO uglas 1591
Residence EV ergreen 7742

IMPROMPT-I

How long since we have gathered! Dramatic ictivities and holidays sort-a shoved us aside, but iow that the good year 1931 is here, we will start ifresh. There is our Golden Gate Park, always inviting us, always offering new adventures. So sez we, let's meet at the end of the Geary line, at the Beach—there's a funny little shack there to wait. Be there at 10, on Sunday Morning, January 11. We will reverse our course—walk backwards, as 'twere, and have a 'licious breakfast at Kelly's Tavern—at 20th Avenue and Geary. We breakfasted there once, and it was tasty and reasonable. You 'member the Chalet robbed us last time—so never again. Now, this is not a long jaunt, and for those so disposed, we can go farther arter repasting. Come on now, you girls, give your body the proper exercise—nothing like a walk to put you n trim! Everyone is welcome with that

IMPROMPT-I.

YOUR NEXT BIG DATE

Isn't it fascinating to have so many lovely parties to look forward to? Of course you are coming to the card party on Thursday evening, January 22. Tables will be in the beautiful ball room, in the card room and on the fourth floor in our own lounge. You know how delightful our card parties have been in the past, so get your tickets early, for you will surely not want to miss this one.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

A note from Miss Mae B. Wilkin, dated New York City, December 22nd, states that she is "leaving in a day or two for Florida for the winter." As soon as Miss Wilkin knows what her new address will be, she will forward it, for she "surely misses the club bulletin."

Mrs. Ethel Shelford Marshall has gone into business with Madam Clement at 362 Post Street. Please note in your roster.

And here is another change: Mrs. Sarah A. McLaughlin is now residing at 2015 Broderick Street.

Miss Lucy Thompson is reported ill in her new home, 110 Pierce Street.

Miss Gail Sheridan left recently to visit her brother in New York City. It is possible after her visit there, that she will decide to cross the big pond, Europe bound.

Mrs. Berenice Magness left on December 31st to spend New Year's day in Auburn, and Mrs. Mary D. Crookston spent her New Year's holidays in Los Angeles.

Have you noticed the handsome new chair in the club rooms, and did you sit in it and find how delightfully "comfy" it is? Curious to know where it came from? It is our president's, Mrs. May F. Riley's, lovely gift to our club.

Our sympathy is extended to Nell Boardman in the serious illness of her sister. We hope to hear the good news of her recovery very soon.

OPERATIONS

Ray: "So you are to be operated on, eh?"

Jay: "Yes, the doctor says he wants to take out my appendix, but I think what he really wants to get out of me is a new car."—*The Recorder.*

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Sunday, Dinner only, 5 to 8:30 p. m., $1
Also a la Carte Service
Private Banquet Room in Connection

GURTY'S GARRULITIES

Chicago, to say the least, is original! Fagged with the shooting game, they institute a headache race and 400 enter the competition. Scientists in search for particular type of sick-headache, reward: Three months ache—$50 per month, room and board thrown in. That's enjoying poor health—but thus far, no one has been able to qualify!

Our magnanimous south concedes to us Sunnyvale, and they admit we are waking up! We "round-the-bay-ites" have come to life. Look what we drew out of the plums: Alameda Air Base; Marin Bombing Base; Sunnyvale Dirigible Base. Great! But: What a target, in time of war! Have your running shoes handy!

More bugs at it again: Walk-athons and dance-a-thons—the former in San Francisco in their 700dth hour, the latter in Chicago pass the 3000nth hour. What a heap of goofs!

Spinach—the disliked—leads in food consumption throughout the country, with sugar going second. Our national table shows pork and veal nosing out lamb and beef—not for mine! And did you know that in one month's time we eat our own weight of food? Oh! Think of 200 pounds of food in a wee tummy!

'Twill be queer not to say "Mayor Rolph"—nineteen years' habit hard to break. However, Rolph and Rossi—somewhat similar, so when the tongue starts the Ro—slur it along—and you won't be detected!

With all the building projects on paper, we will be spending all the cash on earth—daily millions and millions to be outlayed—mebbe! Reminds, how during the world's war, each day so many killed—why added, the entire population of the earth was on the battlefields.

Scientist discovers that the moon affects the clocks—who didn't know that! Yeahs and yeahs ago I learned all about moons! On the back porch with a Romeo in the moonlight—why, time vanished, clocks stopped—eh, what!

YOUTH

Elderly Quaker lady, distinguished for her youthful appearance, was asked what she used to preserve her charms. She said: "I use for the lips, truth; for the voice, prayer; for the eyes, pity; for the hands, charity; for the figure, uprightness; and for the heart, love."

—*Jerry Fleishman.*

What a recipe—Dass'al.

BOOK SECTION

The "American Indian" is the subject chosen by the Book Section for its meeting on the 12th inst. Mrs. Carmer, the chairman of the section, has arranged the following interesting and instructive program:

Mrs. Cora Clark, who has spent much time in collecting the myths and legends of the Pomos Indians, will tell several of such myths and legends and how, and under what circumstances, she collected them.

Mrs. Ethel Maxwell will speak on "Recent Books Based on Indian Themes," and

Miss Margaret Girdner will read several poems on the American Indian.

The general subject is one that has not previously been touched on or discussed in the section, and should be of interest to all of the members.

Miss M. Elmina Kelly will also give a short resumé of recent fiction.

After the program the meeting will be thrown open for general discussion, and any further contributions on the subject of the evening will be most gladly welcomed by the chairman.

JEANNETTE DOUB, Section Secretary.

Josephine H. Traut Gertrude H. O'Donnell

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Assistant Vice President

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JANUARY 17, 1931 No. 3

Weekly Program

January 19—International Section, 7:30 P. M.
January 20—DINNER, 6:15 P. M.
Western Women's Building, 609 Sutter Street.
SPEAKER: Mr. Louis J. Joest.
SUBJECT: "Glimpses of Central American Life and Handicraft."
January 22—Choral Section, 6:45 P. M.
January 22—Thursday Open House, 8 P. M.
Hostesses
Sylvia Kempton
Irene Foster Virginia Merrill
Cornelia Seeley Clare Borello

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

REPORT OF THE NOMINATING COMMITTEE

SAN FRANCISCO, CALIFORNIA,
January 6, 1931.

To Mrs. May F. Riley, President, and Members of the Business and Professional Women's Club of San Francisco, Inc.:

We, the undersigned, members of the Nominating Committee, formed in accordance with our By-Laws, present the following names for officers and directors during the next club year:

President—Mrs. Ethel L. Maxwell.
First Vice-President—Miss Mary H. Baker.
Second Vice-President—Miss Bertha J. Dale.
Secretary—Miss Jean E. Kerrison.
Treasurer—Mrs. Berenice S. Magness.
Auditor—Mrs. Alice B. Kennedy.
Directors (two to be elected)—Miss Nell Claire Boardman, Miss Margaret Dailey, Mrs. Helen A. Doble, Miss Sylvia Kempton, Mrs. Charlotte McClelland, Mrs. Gertrude D. Tubbs.

Respectfully submitted,
MARY D. CROOKSTON,
Elected by the club.
CELIA A. O'BRIEN,
Elected by the Executive Board.
IDA J. LORD, Chairman,
Chosen by the president.

Article XI, Section 3, of the By-Laws, reads as follows:

ARTICLE XI

SECTION 3. "Any twenty-five (25) members of the club may compose an alternative ticket of candidates for the board of directors and officers upon their signing the same and filing it with the secretary of the club at least two weeks before such annual meeting of the club, and the list of the candidates so proposed shall be posted upon the bulletin board by the secretary within two days after filing, and thereupon such alternative list or ticket shall also be voted upon at such annual meeting." JEAN E. KERRISON, Secretary.

CARD PARTY

Thursday Evening, January 22, 1931

A summons has gone forth to all and sundry members of our club, friends, husbands and boy friends to attend the card party on the above date, which will be held in the beautiful ballroom on the eleventh floor and in the large, delightful, main diningroom on the tenth floor of the Western Women's Building. This arrangement to take the place of the one previously made in the ballroom, cardroom and clubrooms.

If you have not already procured your table, or tickets, won't you please get in touch with one of the following members on the committee:

Belle Banz Dal O'Brien
Lydia Johnson Mary Parsons
Jean Kerrison Jessie Reid
Jessie McKinney Ruth Shaw
Hazeldean Mitchell Mrs. D. Withers

Mrs. Burlingame at the club rooms.

DO NOT FORGET

TO BRING YOUR OWN PLAYING CARDS;
That owing to using the dining room we will not be able to start playing much before 8:30;
That there will be a prize for each table;
That the price per ticket is only 75c, or $3.00 a table;
That 25% of the proceeds goes to the Remembering Fund; the balance to help maintain our club;
That this is the last large social event during the regime of our president, May F. Riley, and as a special tribute to her for the many sacrifices made during her terms of office we especially want the party to be a complete success;
That we are aiming for a capacity house;

The Business Woman

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Second Vice-President.....Mary H. Baker
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Charlotte A. MacCuaig
Assistant Treasurer.....Mary K. Menary
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Dramatic.....Gertrude Tubbs
Events.....Caroline Bachich
Hostess.....Rae Morrow
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

that is, both rooms filled, which means 100% support and co-operation.

May we not have the same co-operation which has been extended in the past, for which this committee will be most grateful?

MARY BAKER, Chairman.

OUR NEXT SPEAKER

Again the program committee announces a treat for us. They have secured for the dinner meeting of January 20th a speaker of note on a subject of great interest. Mr. Louis J. Joest, we are told, is a world-traveler, an explorer, a scientist, a big game hunter as well as a lecturer and writer. Although born and educated in Europe, Mr. Joest is an American citizen. A member of several European societies, the holder of many medals, diplomas and official distinctions, he is also particularly interesting as a speaker by reason of his thrilling adventures and travels in forty-one countries. Many of his experiences in out-of-the-way places and in regions hardly ever before visited by white men are unique and have attracted wide attention both in this country and in Europe.

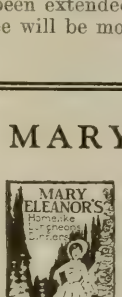
As for Mr. Joest's subject, Central America is a source of research and investigation hitherto almost untouched. Almost at our door, we have a country rich in romance and prehistoric findings, very little known.

SNOW PARTY

Jingle Bells, Jingle Bells! We are all set for another event. First of all, the date is FEBRUARY 7th and 8th. Mark your calendars at once. Your committee has combed California to find something new and something good, and we feel that we have found the ideal spot. Right on top of the summit where there is lots of snow all the time; a first-class hotel with steam-heated, comfortable rooms, a beautifully furnished lobby with a big fireplace. Oh, what fun we are going to have! There are no regular organized sports, but we are planning our own. However, Scottie is there with his dog team, and that is a novel attraction. For those who do not care to get out in the snow, it would be an invigorating outing simply to sit around the lovely lobby. But for those who must have excitement, we have planned for every minute. Guests are welcome.

We will leave the Ferry Building at 7:00 p. m., Friday evening, arriving at our destination about 3:30 a. m. As this is rather an early hour, the ticket agent suggested that we take a day coach going up, and as it will be steam-heated, we could be very comfortable (we would have a car to ourselves). However, should any one desire a regular berth, we can supply that at an additional cost of $3.00 for a lower and $2.50 for an upper. We have provided berths for the party on the return trip. We will arrive in San Francisco Monday morning at 7:50.

MARY ELEANOR'S



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The cost covering railroad fare, berth one way, el two days, including six meals (which, by the y, are excellent), and all other expenses, is only .25 with a lower berth, and 50c less with an per, for a minimum party of 15. We feel that s is a most reasonable figure, and we hope that will have the minimum or more.

Send your reservations to Mrs. Burlingame with ck for total, or those who wish may send a de- sit of $15.00 and balance not later than one week fore the trip.

This is the last event of this committee, and we pe that our good friends will help us put it over th a bang, and we assure you that we will help u to have a bang-up good time.

CAROLINE BACHICH, Chairman.

CALORIES AND FRUIT CAKES

Another Thursday evening thoroughly enjoyed everyone who was there. Although there were t so many out as usual, everyone present seemed be in a joyful mood, not only those who played rds, but those who sat on the side-lines, as well. e coming card-party was the principal topic dis- ssed. Refreshments, as usual, were full of lories. A lovely cocoanut cake from Margaret rdner with heaps of frosting and cocoanut; some inty cakes sent by Louella Williams Payne. Then ere was some of Johanna's fruit cake that some- w got by the Prohis. I don't see how. A few us who had not had a first chance at it, had a re treat Thursday. Wasn't it good? I should y so! We were so very glad to have Ethel Wood- ff Sullivan and her sunny smile with us again, d hope that we shall see her oftener.

S. A. M.

ACCOUNTANTS NOTICE!

All members of the Business and Professional omen's Club who are interested in accountancy e welcome to attend the next meeting to be held ednesday, January 21st, at Mrs. Brace's apart- ent, Fielding Hotel, at seven o'clock.

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GURTY'S GARRULITIES

Opening of Warner Bros.' Theatre (formerly Embassy) big event for S. F., but a carbon copy of a L. A. Premier. How they have rejuvenated the old place—one of the first legitimate houses down town, after the conflagration. Modernistic effects, lights, drapes and that impracticable and lovely pinkish carpet—soon soil-ish. The picture —just another movie.

R-rr—what's that in Europe! Depression takes a pinch at the tax-eaters and they endure a cut in salary—even as you and I. Take a try like that in this country—say on a Congressman! Oh, that I dare suggest such a thought!

Coveted love-seat on N. Y. Stock Exchange sags. Shortly ago, a half million tossed—just like that—for the chair; December 31st, its desirability dropped 186,000 points.

Passing of another old-timer, the California Market. In the giddy 50's and 60's when Big Eats were the vogue, here the epicures feasted upon oysters, shell fish, delicacies and fizz waters. Shortly to become a garage and vibrate to Honk!

Encouraging to find also-wuzzers! Does your bank balance mingle friendly with that bank statement? Not I and I rave! Tish: Prof. Einstein (greatest of all math-ies) errors in addition—running up a column he flops and wifie becomes the fall guy and money-manager! Now, I don't feel so dumb!

"Y" of N. Y. makes discovery: Girl can feed for a dollar per diem! Perhaps a feat in N. Y., but in S. F.—why: 15c's for breakfast, 35 for lunch, and 50 for dinner. Not for you or for me —but the other gell!

Oh, an egg a day keeps hunger away! Here's a wee brown hen from Honolulu, participating in an egg-laying contest and rolls up 91 eggs in 91 days! More evidence of over-production!

Mrs. Goodheart: "I am collecting for the Church Rummage Sale; what do you do with your old clothes?"

Mr. Hardup: "Oh, I hang 'em up carefully at night and put them on again in the morning."

—Good Will.

Me too—Dass 'al.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JANUARY 24, 1931 No. 4

Weekly Program

January 26—Civic Section, 7:30 P. M.

January 27—Dramatic Section. Columbia Theatre.

January 29—Choral Section, 6:45 P. M.

January 29—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon

Irene Bock — Ruth Shaw

Margaret Brandt — Mary Parsons

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

INSTALLATION DINNER

Arrangements are being completed for the officers' annual dinner which will be held February 14 at the Clift Hotel, at which time the new officers will be installed.

We can say at this time that an excellent menu will be prepared by the Clift Hotel. We shall be most comfortably situated in the large dining-room on the main floor. A fine entertainment will be presented, and best of all, Miss Lillian Palmer, our honorary president, will be with us as toast mistress.

In order to meet the present trend of affairs we are offering the banquet at a lower charge than heretofore. This year you can secure your ticket for $2.50. Mrs. Burlingame is already taking reservations, and may we add in this respect, "first come, first served," as to preference in seating, so get your reservation plus your check for $2.50 to Mrs. Burlingame as soon as possible.

WE TAKE A BOW

It is with much pleasure that the BUSINESS WOMAN brings to the membership the announcement of the election of our president, Mrs. May F. Riley, to the board of directors of the Women's City Club. We are glad to know that the City Club has recognized the signal ability shown by Mrs. Riley in her two years as leader of our own organization, and hope that the opportunity to continue exercising her executive talents in a new field will be a joy to herself, as we are sure that it will be a benefit and advantage to the City Club.

HOME COMING

By MARGARET GIRDNER

Ceil Hamilton is home again! With this incentive, our Thursday evening open house was turned into a welcome home party, and a happy group of members and guests met in the clubrooms which express so much of the thoughtfulness and exquisite taste of our fellow member and guest of honor.

Soon we found ourselves a-sail on a magic carpet—a carpet spun of magic by a happy weaver. Into a woof made of the heavier threads of understanding, of literary background, of art appreciation, the speaker wove in beautiful pattern the lovely colored threads which she took from her inexhaustible bag of memories.

From the moment of our sailing from San Francisco bay on a French passenger-freighter bound through the Panama Canal for Havre, we passed through scenes of beauty—tropical storms, mystical Atlantic sunrises and sunsets, busy, teeming ports, dim religious cathedrals, sparkling gay cities.

Mrs. Hamilton is a happy speaker with an observing eye, a gift for expression and a flashing, subtle wit which made her informal travelogue a joy both to those who relived the scenes of their own travels through her eyes, as well as to the dreamer who now has further material and inspiration upon which to feed his dreams and his determination to achieve these scenes in the future.

About forty five of the group met informally for dinner in the Chinese Room at the City Club before going to the clubrooms.

At the conclusion of the evening, opportunity was given for personal greetings while the hostess committee served the refreshments provided by Bertha Dale, Alice Kennedy and Ellen Robbins.

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Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

MEMBERS OF ELECTION COMMITTEE

At the regular business meeting of January 6, 1931, the following members were chosen to serve on the election committee for the annual election of officers and directors, February 3, 1931: M. Gertrude Wise, Chairman; Marie Byron Crandall, Sara Ann Magill, Mary S. Sexton, Jeannette E. Doub.

JEAN E. KERRISON, Secretary.

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SNOW PARTY

The more we think of this Snow Party, the more excited we are getting. Imagine making a snow man in 45 inches of soft snow! If you haven't been in snow before, try it—you will become a convert. The air of the California snow fields is dry, and the cold consequently is not penetrating, therefore, you do not need extra heavy clothes. Any good outing or hiking suit with warm underclothes will suffice; closely woven cloth is better than a sweater, but it is well to have a sweater or overcoat for added protection when standing around. Wear stout shoes with flat heels, not necessarily boots, unless you already have them. Galoshes are very effective for tramping around. Wear warm stockings, mittens and cap or small hat. You might also bring a silk or wool dress to wear when inside in the evening. We will have bob sleds, toboggans, skis or horses, also Scotty Allen and his dog teams are there, so you will have something exciting every minute. The committee has also planned a number of surprises, that will cause a good deal of hilarity.

Remember the date is FEBRUARY 7th and 8th (Friday evening to Monday morning), and the price is only $27.25, covering everything with the exception, of course, of the hire of sleds, etc., as this is optional with each individual as to what she would rather do. Make your reservations early with Mrs. Burlingame, so that we will know just how to plan for your enjoyment. We are counting on YOU to help make this the best party ever.

CAROLINE BACHICH, Chairman.

NORTHERN DISTRICT MEETING

While no official communication has been received, word has come to me personally that the Northern District meeting convenes at Stockton, Sunday, January 25th.

So that we may be sure that our members are notified in sufficient time, we are giving this notice prior to the receipt of the announcement from the Northern District president, Miss Marie Green.

MAY F. RILEY, President.

NOTE: Since going to press additional information has been received. The subject of the Northern District meeting will be "Legislation and Membership." The Board meeting will be held at 9:30 to 10:30 Sunday morning; business meeting, 10:30 to 12:30. Luncheon at 12:30.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Clotilde Grunsky is leaving us again. She ill be in New York the last two weeks in Janu-y.

Mrs. Bertha P. Stalder is in charge of Miss leanor Robson's office temporarily, while Miss obson is down the Peninsula.

Mme. A. M. De Vano, member of the Denver . & P. W. C., and also of the Chamber of Com-erce of that city, has been a visitor in our club-ooms. Mme. De Vano is the proprietor of three xclusive dry cleaner shops, which handle women's ork only.

We have the good news to report, that Miss Ger-ude Mowder has been sitting up. Good news ndeed! Her many friends are glad to know she doing so splendidly.

We are also glad to announce that Miss Lucy hompson is recovered. However, we have just earned that Miss Lena Muraski has been ill for everal weeks, and that Miss Florence Attridge has een painfully handicapped with an infected thumb. Ve wish them both a rapid return to health.

The sympathy of the club is extended to Martha Tegner in the loss of her brother. To our es-eemed member and secretary, Miss Jean E. Kerri-on, we extend our sincere and loving sympathy for he passing on of her beloved father on January 2th.

Word has also just reached us of the death Fri-ay of Mrs. Drake, Mrs. Florence Drake Le Roy's nother. Mrs. Drake's charm, her musical ability nd her interest in the Choral Section are well nown; the news of her death brings with it the ense of a personal loss.

The heartfelt sympathy of the members goes out o Callie Bachich in the death of her grandmother t Columbia, Tuolumne County.

Mrs. Adele Metzner, whose beautiful voice we ave all heard, and who has so willingly given of er talent for our entertainment, is not only a inger, but also a competent bookkeeper and office ssistant—at present without a position. If you an put her in touch with some office which could se her services in any clerical capacity, except tenography, your kindness will be greatly appre-iated.

Miss Mae B. Wilkin's address for the next three months is Box 211, Boca Raton, Florida. She writes, "If you want to know what this place ooks like, plant some cocoanut palms on the sand dunes out at Sunset and get a little climate from the Imperial Valley and you'll have it. Best of New Year greetings."

All communications for Mrs. Leola M. Good should be sent to her business address.

Miss Minnie Dumas' office has been moved to 216 Pine Street, Room 406. Telephone EX brook 2818.

Here are several other changes of office telephone numbers: Amanda Heuermann, EX brook 1201; Susie E. Hicks, EX brook 7690; Catherine Kingsbury, EX brook 0654; Hazeldean Mitchell, DO uglas 4064.

BOOK SECTION

The members of the section who did not attend the meeting on the evening of January 12, missed a rare treat. Space is too short to give you any of the delightful legends and myths of the Pomos Indians read by Mrs. Clark, or the beautiful Indian poems read by Margaret Girdner in her own charming way; but I must tell you of the surprise of the evening.

A Mr. Gordon, an Iroquois Indian, who is in business in San Francisco, and who had read of our meeting in the newspaper, visited the section. An excellent speaker, Mr. Gordon told of having been born on a reservation on the shores of Lake Erie in New York State, and how as a boy he with other members of the tribe gathered around the fires on the long winter evenings where baskets of apples and nuts were passed, and listened to the legends and stories told by the old men and women. He spoke of the Indian ceremonies and their songs and of many incidents in his boyhood life.

Besides the joy of having a real man in our midst, the fact of having a real Indian present on this Amerindian evening made the meeting a great success, and it was ten o'clock before the meeting adjourned.

I think the section is becoming famous when the public takes notice of our meetings and attends.

JEAN DOUB, Chairman.

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GURTY'S GARRULITIES

Catching-up: Continental Europe, with centuries of civilization, even before Columbus bumped into America, building its first sky-scraper. With only four centuries of back-ground, we find a sky-scraper, just another building.

Stray pals in one short block of Washington, D. C. "Million" dollar party and a breadline, jostle! The feast and the famine! Norris of Nebraska spurts and teems with guttery gloom. Better keep the money stirring than stagnating.

Prof. Huxley foretells within a century, a genius a matter of manufacture, sort of after thought of machine-age! Via gland manipulation, you produce a poet, a writer, a scientist—a genius as ordinary as the measles.

McIntyre gabbles of storm frights in N. Y. Head bug-a-boo is the tidal wave with lightning bringing up second alarm. We neither—but: We once had a "conflagration"—you know!

Oh, girls—think you of wedding? Better hurry. Unless the boy friend jingles with gold, you may have to pony-up! Mean guy introduces idea of increasing the license fee to $4. Terri-bull! Finesse enough now to land 'em, much less raising the ante!

Soviets in new revolt: Demand relief from oppression of the "Saturday Bath," want the "Order of the Bath" wiped out. The dirty guys.

Fancy that: The "Strange Interlude" has brought four million dollars to the box office in three years! Was it curiosity, sex, art or merit?

Tish-tish: In the midst of a cut-up party, the leading man expires. Having her beak beautified, Mrs. Dodge finds herself deserted. The idea of a medico becoming unethical and taking to the Great Unknown at such a moment.

The little smudge pot works overtime this year in Southern California, and the daily atmosphere becomes absorbent and un-decorative to the countenance. Watch 'em: They'll capitalize it—develop a "sut-tan."

Woman takes two swats in one issue: Brica (only Woman Symphony Leader) says we lack physical strength to conduct; yet statistics daily showing our increased muscular ability . . . Chester Rowell: "Good riddance * * * to Ruth Hanna * * * in the senate * * * would only have been a nuisance." Oh, Yeah! Careful: There are other days, and there are "nuisance values" too!

"A child of any American pair,
Should have regard for their gray hair;
And should, in manner kind and meek,
Let them use the car, one night a week."
—*Florida Times Union.*

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DRAMATIX!

On Tuesday night, January 27th, the Dramat Section will attend the Columbia Theatre, the pl being "Gypsy Adair," with Mitzi Hajos as t star—a tiny mite, with a delightful voice. Recon mended as good comedy with catchy music. T seats are fifty cents, center of balcony. Membe of the club are welcome to be with us, upon pa ment of section dues of 25 cents extra. We wi have a dinner beforehand, and altogether one our old-time evenings.

Get in touch with me at once, if interested.

GERTRUDE D. TUBBS, Chairman.

IMPROMPT-I

Ah—these glorious Sundays—long may the continue! On Sunday next, January 25th, me at the S. P. Ferry, for the 10 a. m. boat. We wi sail for Berkeley, breakfasting at the Berkele City Club—look around, pass our opinion, and se how fine Berkeley is. Then, we will meander abo and visit our Berkeley members—there are enoug of them to keep us busy. Berkeley habitats—b ware, we will descend upon you.

Any member of the club and friend is an

IMPROMPT-I

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JANUARY 31, 1931 No. 5

Weekly Program

February 3—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
ANNUAL BUSINESS MEETING.

February 5—Choral Section, 6:45 P. M.

February 5—Thursday Open House,
8:00 P. M.

Hostesses
Mary Fennig
Lillian Howie Lilly Tufts
Mildred Adams Jessie McKinney

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

ANNUAL BUSINESS MEETING

The business meeting of February 3 plays an unusually important part in our club life. It is the period or full-stop at the end of the sentence at which time we take stock and review the activities and results of the year's work. All officers and committee chairmen render an annual report at this meeting—very interesting and worth-while reports. Come and hear them! Get a glimpse of the wheels that go round behind the scenes, well-oiled wheels that move soundlessly and smoothly to keep the machinery functioning as it does. You will appreciate a little more the tireless and generously given work contributed by our officers and committees. This meeting, as in other years, will be held in the ballroom.

Don't forget to call at the club rooms sometime between noon and seven p. m. on February 3 to vote for the officers and directors for 1931 as provided by Article XII, Section 1 of the By-Laws:

"Elections of officers shall be held on the date of the annual meeting and shall be by ballot. Members must personally deposit their ballots in the ballot box. The polls shall be open from twelve noon until seven p. m., and shall be under the direction of an election board of five (5) members selected by the club at the regular business meeting in January. The member receiving the highest vote for the office of director shall be deemed elected to one of the directorships. The member receiving the next highest vote for the office of director shall be deemed elected to the other directorship."

As previously announced, the candidates are:

President—Mrs. Ethel L. Maxwell.
First Vice-President—Miss Mary H. Baker.
Second Vice-President Miss Bertha J. Dale.
Secretary -Miss Jean E. Kerrison.
Treasurer—Mrs. Berenice S. Magness.
Auditor—Mrs. Alice B. Kennedy.
Directors (two to be elected)—Miss Nell Claire Boardman, Miss Margaret Dailey, Mrs. Helen A. Doble, Miss Sylvia Kempton, Mrs. Charlotte McClelland, Mrs. Gertrude D. Tubbs.

The By-Laws also provide for an assessment of 25c for failure to vote (Article XII, Section 2):

"Any member eligible to vote, failing to cast her ballot, shall be fined twenty-five cents (25c), said amount to appear upon her next statement for dues. Any member who shall furnish to the board of directors satisfactory reason for failure to vote shall be relieved of the penalty."

INSTALLATION DINNER

Have you your ticket for the installation dinner on February 14? The tables are going fast. Remember it will be held in the luxuriously appointed main dining-room of the Clift Hotel on the evening of February 14. A delicious menu, excellent program, Lillian Palmer as toastmistress and—oh, well, you know what good times we always have at our annual officers' dinner. You can't afford *not* to be there.

SNOW PARTY

As I write this, the warm sun is streaming in my window, and it seems impossible that winter scenes are so close—just a few hours' ride. And in two weeks we will enjoy the privilege of playing in such scenes with King Snow supreme. Everything is ready, all we need is a good representation of jolly comrades to complete the picture. I think all information has been given in the two previous issues of the BUSINESS WOMAN, but will again remind you that the price is only $27.25, covering everything, and the date is FEBRUARY 7TH and 8TH.—We leave the Southern Pacific ferry station on Friday evening at seven o'clock, and arrive back in San Francisco on Mon-

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Home Telephone—GRaystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

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Membership .....Estelle Walker
Program .....Mary Sexton
Reception .....Nell Boardman
Publicity .....Bertha Dale

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Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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day morning at seven-fifty.

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CAROLINE BACHICH, Chairman.

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ANCIENT CIVILIZATIONS

By MARGARET GIRDNER

Central America, "the land of romance and revolution," was the subject of the illustrated travelogue presented at the dinner meeting of January 20th, by Mr. Louis J. Joest, explorer and scientist.

For centuries upon centuries, Central America has been the home of more or less civilized people who had developed culture and refinements long before Columbus sailed the seas. Because of their isolation from the rest of the world's people, these Indians had to work out for themselves many arts, inventions, and discoveries, and the resultant handicrafts are the delight and despair of modern scientists and artisans who have tried in vain to find out the secret processes.

Mr. Joest first went to Guatemala in 1905, and through travel and explorations, he has built up a wealth of knowledge and appreciation of the Indian life and arts which he imparts to his audience in a series of indelible word pictures, flavored by a sophisticated wit and distinguished by a genius for organization which might well be the envy of most speakers.

We begin our journey at Guatemala City, the largest Central American city. It is a modern city with concrete buildings, and it is difficult at first to realize that this is the land of the ancient Mayas, whose descendants live here today. It is only when we reach the market place to bargain for our handicrafts that we can really believe it. Guatemala has a population of almost pure Indian extraction; there are few inhabitants of European descent. Old habits of living persist, and the Indians are dressed today as they were ten centuries before Columbus.

We suspect that our speaker might have been successful as an actor had he not chosen a life of action, for as he displays some of the beautiful examples of Central American handicrafts from his own collection, he makes us see the Indian vendors. Cherry red, peacock green, and yellow predominate in the Mayan patterns of the embroideries on the dresses which he holds up for our inspection—patterns which have been handed down from mother to daughter through countless generations. The garments show the tribal membership, and the textiles we are viewing come from Momostenango, part of the old Quiche Empire, 11,000 feet in elevation.

From textiles we pass to other booths, where we see pottery from Totonicapan, which has a glaze that is the despair of moderns. The Indian lacquer neither cracks nor fades, and the designs are beautiful, both the ancient patterns as well as the modern flower motifs. Through Mr. Joest's vivid descriptions we are transported to the villages far distant from the market place where we watch these Indian artisans at work at loom and wheel. We are unusually fortunate, for these are not the souvenirs made for tourists, but actual objects in use in the daily life of the people, and many are sacred utensils which cannot be purchased.

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Time will permit only a glimpse into Costa Rica, the Switzerland of Central America, where we see the tortoise shell and gold being made into beautiful combs, or into Santa Barbara de Capan, in Spanish Honduras, where we learn what an important part the moon plays in the manufacture of Panama hats.

At the close of his lecture, Mr. Joest introduced the "Good Spirit" of his household, an Indian woman of over 80, Santos Avila, of the Almolonga tribe, who was dressed in the ancient Indian manner. She proved a charming climax to one of the most interesting evenings we have enjoyed in this year of excellent programs.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

It is disappointing to have to inform you that Miss Winifred Kerr will make her future home in Great Bend, Kansas. However, we are comforted by the thought that we are not losing her altogether, as she will continue with us as an associate member. Miss Kerr is in San Francisco at present adjusting her affairs.

Were you not thrilled with joy to see Miss Lillian Palmer and Miss Emily Williams at the dinner in honor of Mrs. W. B. Hamilton at the City Club? And they motored all the way from Los Gatos (but who wouldn't in a Chevrolet de luxe?) to pay respects to our honor guest. You know, Miss Palmer made reservations for two chairs, plates, cups and saucers, knives and one fork. The intimation was that the faux pas would be "Emmi's," but clever detective work failed to catch her eating with her knife. How frustrating!

Mrs. Grace Pew, president of the Travelarians was the guest of Mrs. Mary D. Crookston at the last Tuesday evening dinner.

Miss Marie Brunner, a brand new member, made her first dinner appearance on that same evening.

Miss Gertrude Mowder underwent her third operation on January 19th, and is progressing nicely.

We do not like to see our valued members moving so far away. Now, Mrs. Edith M. Wakeman is living at 795 Gale Avenue, Hawthorne, Calif.

Have you seen the alterations that Mrs. Anna Hunt is making to her corset shop at 494 Post Street? You should also note her intriguing window displays. Mrs. Hunt has a most attractive shop, with every facility for the comfort and convenience of her patrons.

BURLINGAME BIRTHDAY DINNER

By CAROLINE BACHICH

The Burlingame club was five years old on Thursday, the 15th, and due to conflicting dates with our own club, only four of our members attended, namely, Ida M. Reed, state president; Margaret Mary Morgan, Mary Baker and the writer.

On entering the dining-room we were immediately transported to the High Sierras and enjoyed a real snow festival. The room was beautifully decorated with silver trees and shrubs, the table sparkled with snow and ice—there was a huge snow man and a white bear. It took no imagination at all to feel that one was in a wintery forest. The dinner was delicious, starting out with hot "Tom and Jerry" and ending with tiny snowball cakes for dessert. The installation ceremony was impressive—the old officers being ushered out by Father Time and the new ones led in by a tiny white fairy. There were speeches of good wishes from the guests; Ida Reed brought an interesting message from the State Federation, and Mary Baker graciously extended greetings from the San Francisco club. It was a delightful as well as beautiful party from start to finish, and the committee in charge deserves a good deal of praise for the time and thought put into the arrangements. We of the San Francisco club had a good time, and we know that everyone there felt the same. Many happy birthdays, Burlingame.

DRAMATIX ADVANCE NOTICE

For our meeting of Tuesday, February 10th, we will attend the Geary Theatre—to see "Porgy." This is a little theatre play, which had a long run in New York—much talked about—one of the numerous plays of colored folks, so it seems a fitting show for the section to see and discuss. Price, 50 cents—plus section dues, 25 cents. Those interested, please advise me.

GERTRUDE D. TUBBS, Chairman.

Josephine H. Traut Gertrude H. O'Donnell

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GURTY'S GARRULITIES

Faster and faster: Rush—that we may be consumed the quicker; Bill introduced at Sacramento raising speed on the highway to 45 (really 50). A mere puff, compared with our fly-bug Hawks, who anticipates 200 to 250 per hour, in the immediate future, for commercial aviation. Expects within the year to leave the Pacific with the rise of the sun and arrive in New York with Old Sol still on the same job—and that is losing three hours en route!

Los Mexicanos have much excite-mento! During meridian, brilliant light sparkles in the firmament and wild conjectures spread. Only that gay little planet Venus, finding particularly clear atmosphere, burst forth in broad daylight—how immodest!

Symbolic femininity: Last season, depression being gloom-ish, we wore black, and more black; every occasion was blackened—even the table-ware! This season, finances, you know—tight-ish—we'll wear blue with dashes of scotch.

Be thou a joiner? Here's nifty new and exclusive aggregation: The Caterpillar Club—sounds creepy ('tis) and flighty! From the wings of an airplane—zip: Fatal dip via parachute; if you reach bottom feet down—there's your eligibility; feet up—you won't care!

Gazing at a window-ful of dazzling blue millinery, almost became victimized. Within I fluttered, smug in the notion that fifteen of my (hard-earned) dollars would do me service. A haughty queen of sales smirked: "Oh, they are from $22.50 to 35" (per hat). Sez me: "Good night."

Now that the artistic apple box (not cart) has become one of the ornamentations, added to other bric-a-brac, of the corners, why not a percolator—s'cups o' coffee, in company with a sugar doughnut or two! Not bad in the Great Outdoors; Eh, what!

Mathematical: "Nine little hot dogs,
Sizzling on a plate;
In came the boarders,
And then they were ate!"
—*Pure Oil News.*

Oiy—Dass'al.

APPRECIATION

Once again the loyalty, the spirit of co-operation and support of the membership was tested and was not found wanting, in our card party of January 22. True, we were somewhat timid at first in announcing the innovation of taking both the ballroom and dining-room of the Western Women's Club and attempting to fill them with card players, but we were encouraged on all sides, and bearing in mind the old maxim, "nothing ventured, nothing won," we proceeded, and were it not for that ever-to-be-found virtue—co-operation—in our club, perhaps, we would have a different tale to report.

However, the efforts put forth by the committee were rewarded when we looked upon that happy, care-free crowd and found a cheerful atmosphere existing in both rooms. And didn't the dining-room lend itself beautifully to the occasion; at least, that is what we thought, and so many have told us we were not wrong.

As on all previous occasions, we also are indebted to many for the many, many kindnesses that were done for us. First of all, we want to thank all of you for coming and bringing your many friends with you, as we certainly could not have made it a success if you had not been enthusiastic and brought your friends; to Margaret Mary Morgan who printed the tickets for us gratis; to Emma Gries who donated the lovely colored wrapping paper for our prizes; to Mary Parsons, a member of our committee, for the ribbon with which to tie our prizes; to Belle Banz, another member of the committee, who supplied the many small pencils and printed the numbers for the tables; to Mrs. Burlingame, who was always ready to do everything and anything. To these and to many others who did so many nice little things for us we are deeply grateful, and while the card party of January, 1931, is past history, we who worked on the committee shall always remember it with much joy and appreciation.

THE CARD PARTY COMMITTEE.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 FEBRUARY 7, 1931 No. 6

Weekly Program

February 9—Book Section, 7:30 P. M.

February 10—Dramatic Section, 8:15 P. M. Curran Theatre.

February 12—Choral Section, 6:45 P. M.

February 12—Thursday Open House, 8:00 P. M.

Hostesses
Alice Kennedy
Betty Walton Almyra Duffey
Grayce Dempsey Amanda Heuerman

February 14—INSTALLATION DINNER.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

INSTALLATION DINNER

Every one is talking about the installation party, which is THE special dinner "de luxe" of the year, when we dig our best bib-and-tucker out of the moth-balls and have a real party. While we have been telling you the date over and over so that you would make no mistake and come Friday, the thirteenth, or some other date, we have been keeping it a deep, dark secret that it was a VALENTINE PARTY (unless you have already guessed it), for what else could a party on February the FOURTEENTH be *but* a valentine party?

It was to conform to the expressed wishes of a number of our neighbor clubs, that the committee chose a Saturday evening for the installation dinner this year. Quite a number of clubs are going to be represented, all of which will add to the gaiety of the occasion, for when we have a party, we want all our friends to come. So, in case you don't know, or have forgotten—Clift Hotel, Saturday evening, February 14, 7 p. m.; $2.50 per plate. The management of the hotel has turned over the main dining-room to us for the evening. A most delicious menu is to be served. There will be music, and now we are going to tell you the most interesting news of all. The program committee has secured Dr. Raymond Barry, of the San Jose State Teachers' College, to speak to us. Dr. Barry is widely known as an excellent speaker, of a most attractive personality, and he will speak to us on some subject of current interest.

As we have told you before, Lillian Palmer, our honorary president, will be toastmistress. That announcement in itself should be a drawing card. The occasion will also be an opportunity to welcome and to do honor to the incoming officers and directors. We should have a large attendance to express our appreciation to Ethel Maxwell, the incoming president, who has done so much for the club in past years.

Reservations may be made with Mrs. Burlingame for tables of six or eight, if you wish to form your own groups, or you may buy single tickets, but get your table reservations in early and purchase your ticket, for they are going fast.

"AS ITHERS SEE US"

Last Thursday evening was truly open house, as we welcomed four delightful guests and about forty members. Miss Ada Brand, who came with Gertrude Rogerman, and Miss Maud Lamberson, a guest of Estelle Walker, paid first visits to our club rooms and found the bridge games and association so much to their liking they assured us they would come again.

Cornelia Seeley's guests, Miss Nell Rhoades and her charming mother, are from Burley, Idaho, where Miss Rhoades is an active member of the local B. & P. W. C. She has paid annual visits to San Francisco for some years, contacting our club first at 575 Market Street, and watching with interest our progress ever since.

Miss Rhoades paid our club such a sincere compliment that we are telling it here for all members to enjoy. Living in a small town, comparatively speaking, Miss Rhoades had formed the opinion that members of a club in a city of the size of San Francisco would undoubtedly be super-women of some sort—unapproachable and not at all interested in the problems of smaller clubs. She now tells laughingly of her surprise and relief, since the very first contacts, at finding all the members she has met here just "real people" like those of her own club, giving her a warm welcome to San Francisco and discussing with her practically the same problems her own club faces, the only difference being in the size of the problems.

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House .....Nettie Smith
Membership .....Estelle Walker
Program .....Mary Sexton
Reception .....Nell Boardman
Publicity .....Bertha Dale

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Mrs. Henri Napier Carmer
Choral.....Mae Barr Long
Civic .....Henriette Steinegger
Dramatic .....Gertrude Tubbs
Events .....Caroline Bachich
Hostess .....Rae Morrow
International .....Jeannette Doub
Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Hazel Ramon's committee served the "treats" of the evening—a raspberry-filled pastry which certainly was anything but a "razz-berry" according to the popular conception of the word. Again we enjoyed one of Mrs. Boardman's exceptionally delicious cakes, this time a melt-in-your-mouth chocolate kind. Grace Staub sent some of the best cookies imaginable, the kind that have such a more-ish taste. Any time she decides to leave the plumbing business and go in for culinary art, we'll recommend her 100%.

Here's a tip on how to reduce personal expense: Don't eat any dessert before you come to the club on Thursday evenings!

CELIA A. O'BRIEN.

HEY! HEY! DRAMATIX!

Our next meeting, Tuesday, February 10th, will be held at the Geary Theatre, to witness the production, "Porgy," a play having a long run in New York, also Los Angeles, and promising much interest. Tickets, 50 cents, plus section dues of 25 cents, obtainable from me—Right Now!

GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Mrs. Mae Barr Long is in Los Angeles on business. She will be in the southern city for, at least, two weeks.

Mrs. Vesta White Page has moved to Lomita Park.

Our ever-generous member, Mrs. Jessy Scott, has donated five more books to our library. A respite from her duties for a few weeks has afforded us the pleasure of meeting Mrs. Scott at the clubrooms the last two Thursday evenings.

Your little roster, please. Miss Rita Murray's residence address is 2822 Lyon Street.

Miss Lillian Van Laanen has returned from Michigan, where she spent a month with her family.

Miss Sarah S. Oddie has been in Europe for the past nine months, and will probably spend another year there.

Mrs. A. E. Neuenburg has been appointed a Notary Public and expects to take up her new work this week.

The Northern District meeting of the State Federation at the Stockton Hotel in Stockton was a huge success in every respect. There was a large and enthusiastic attendance and an intimate exchange of ideas on the activities of the various clubs; a very delightful musical program; a good luncheon, and last, but not by any means least, a most interesting and instructive address by Mrs. Amelia Johnson, state chairman of legislation, which we will not soon forget.

Our president, Mrs. May Riley, went to Stockton on Saturday afternoon. The other notable San Franciscans traveled by automobile, Miss Ida M. Reed, president of the state federation, taking in her car ("King Dodo") Miss Jeannette E. Doub, vice-president of the Northern District; Mrs. Ada Brace, chairman of the Ada Margaret Brayton Endowment Fund, and Mrs. Mabel Pinger, editor of the BUSINESS WOMAN. Miss Clement's car ("Henrietta") conveyed Mrs. Caroline Webber, president, and Miss Edith Johnson, past president of the Women's Traffic Club of San Francisco, and your reporter. (Your humble scribbler is hereby, through modesty and humility, etc., etc., eliminating herself from the aforementioned notables.) As a piece of vital news, we wish to inform you that "Henrietta" outdistanced "King Dodo" to the parking place in Stockton, much to the amazement of his occupants, and it would not be surprising if she beat him home, as she was still going strong upon arrival at starting point. How about it, "King Dodo"? Hurrah for "Henrietta"!

"I'm the king", puffed bald old Dodo
And my speed's beyond compare.
"You're extinct", purred Henrietta
As she gave that bird the air.

A note from Miss Sylvia Kempton from "Somewhere in Mexico" tells us that she is enjoying a good time as well as fine weather.

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BERKELEY'S NEW LIBRARY

Those of the Impromptu who hied forth under the blue and into the gold on Sunday, January 5th, had, among other pleasures, the privilege of visiting Berkeley's new public library building. This was made possible before the formal opening, February 2nd, by our Susan T. Smith.

The new structure is on the site of the former library building, and is constructed of reinforced concrete, presenting a dignified contour with the neutral colored cement and decorative panels in green below the windows and above the base course.

The exterior decoration of the building is an allegorical representation of the story of books with figures depicting the eternal quest for knowledge.

Much could be said of the colorful Tennessee, Italian and Egyptian marbles used in the interior walls and floors, all of which add beauty to the finished scheme, and of the exquisite and well arranged lighting fixtures throughout.

A spacious main reading-room, many reference rooms, an exhibit room (arranged with especial thought of proper light for pictures), and many other carefully planned rooms, to be used for service and administration, occupy the several floors and galleries. One of the most important of these is the boys' and girls' department, with a huge fireplace, low seats in front of big, wide windows—an ideal place to read, reflect and lay, in part, the foundation for right-thinking citizenship.

The design and plan of the building is indeed a fulfillment of the ideal in library service, arranging to provide the best in literature and thought, and is evidence of the care and vision on the part of those administering its affairs.

Miss Susan T. Smith occupies the central position around which this organization revolves, and she is proving the wisdom of the board in its selection of librarian.

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GURTY'S GARRULITIES

January, just leaving—a spring song! When will winter come? Balmy days, sufficient rains to refresh. Daffodils, tulips, hyacinths, marigolds, narcissus in profusion upon street corners; violets five cents a bunch; 'Tis Eden!

Baby City of Bay Point adopts a parent; born to sunshine and peace (if the child take from the parent) will become heir to rife and strife. Chicago, California! Tee-hee, the parent repudiates the offspring—claims a confusion! Fauncy, the comparison!

62,000 additional motor registrations in California for the year 1931. How's that spell shortage?

Chevalier becomes radio magnet; not content with suction via screen, he will give 26 Sunday evening gabbles and chit-chat, for the tidy sum of a hundred thousand dollars—'most 4,000 per gab; Oh! To be a Frenchman!

Real philanthropy found in "The Kitchen," a generous eat-a-torium "south of Market" for the unemployed. 75,000 appetites appeased since January 7, engendering good will and hope. Founded by an anonymous "Mr. Cipher." That's where a cipher's wholesome!

Sh-h-h, Superman rattles his tongue too loudly and freely (often do, but manage to keep safe). Major-Gen. Butler gets catty about Mussolini, and Oh! Court-martial—apologies, magnanimity!

New-found friend—Dust! Yep, a real bosom friend to mankind. I've cussed it time and oft and wondered the why and the whence. Learned Bostonese acclaims that without this pollution, no beautiful sunrise, sunset, Aurora Borealis, rain! Gentlem there: When it gathers, don't whisk the dear, pet it!

We are the intelligencia—we admit it! Adore music, so the German Opera goes in the red for $15,000. Want clean shows—yes, we do! Alcazar matinee—good seat, 50 cents; good show—half a house! Clara Bow, 65 cents, two and three deep in line for a block—capacity all week!

"The tenants on the floor above
Are fond of midnight dancing;
You'll spoil the fun, if you must sleep,
So take it out in prancing."

The Docket.

Too true—Dass'al.

IMPROMPT-I

Mates, Ahoy! A swish about the shore line! Meet at the car-barn at 33rd Avenue and Clement at 9:45, Sunday morning, February 8th; we'll walk around that abandoned carline route, along by Land's End, on to Sutro Baths, down to the Geary terminus, where we will pick up the bus and go to Fleishhacker Restaurant for hearty eats! After that the zoo—and what you want! If it rains, we'll vary a bit—but come wet, come dry—jaunt along with that

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BOOK SECTION
NEXT ATTRACTION!
CHARLES CALDWELL DOBIE
on
"WHY PEOPLE READ"

This is a real attraction from our midst. For Mr. Dobie was born and now lives in San Francisco. His first short story appeared in the San Francisco *Argonaut* in 1910, and since that time he has published many delightful short stories, plays and novels. In fact, he is considered one of America's foremost short story writers.

Our chairman, Mrs. Carmer, is offering us a splendid opportunity to become acquainted with one of San Francisco's famous writers at the next Book Section meeting on February 9, at 7:30 p. m. in the club rooms, and I hope the size of the audience will be worthy of the speaker.

At six o'clock on Book Section evenings a little group has been gathering at the Gaylord Inn on Jones Street for dinner, going from there to the club rooms for the meeting. Anyone planning to attend the Book Section who wishes to join this group at dinner will be very welcome.

JEAN DOUB, Section Secretary.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | FEBRUARY 14, 1931 | No. 7

Weekly Program

Coming Events

February 14—INSTALLATION DINNER, 7:00 P. M. Clift Hotel.
February 16—International Section, 7:30 P. M.
February 17—Informal Meeting, 12:15 P. M. Club rooms. No Program.
February 19—Choral Section, 6:45 P. M.
February 19—Thursday Open House, 8:00 P. M.

Hostesses
Sylvia Kempton
Irene Foster — Virginia Merrill
Cornelia Seeley — Clare Borello

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Because of the installation dinner Saturday, February 14, there will be NO DINNER MEETING on Tuesday, February 17.
There will be an informal meeting at 12:15, Tuesday, February 17, in the club rooms.

INSTALLATION BANQUET

Several changes took place in the plans for the installation dinner on February 14 since the last issue of the BUSINESS WOMAN went to press. You received a circular letter outlining those plans, which completely cancels the announcement of the program in the February 7th issue of the BUSINESS WOMAN.

Instead of a speaker it has been decided to give the entire evening over to informal program features. Lillian Palmer, our honorary president, as announced before, will be toastmistress, and her sparkling wit will be the champagne of the evening. Mr. Bob Furnas, of the National Broadcasting Company, will give a group of songs, accompanied by Merle Curington. Miss Lydia Oxendine has been engaged to give us several piano numbers. Miss Oxendine is a very talented pianist and a pupil of Frank Moss.

The program committee was extremely fortunate in being able to secure Miss Martha Clark, who will present a complete program of original monologues. Her characterizations are clever in the extreme—her personality and talent will delight you. The committee is presenting an unusually fine program. The menu to be served by the Clift Hotel will be a delicious one. It will be Valentine's Day, and a REAL PARTY. If you have not already secured your ticket or arranged for your table reservation with Mrs. Burlingame, do so *at once*. Remember, the tickets are only $2.50 this year. A delightful program, a delicious dinner in a charming setting—*the* club party of the year. *You* don't want to be the one to be left out.

ANNUAL BUSINESS MEETING

The annual business meeting of the club was held on Tuesday, February 3 in the ballroom of the Western Women's building, with more than one hundred in attendance. It always makes us very proud to look at the long row of officers and directors seated at the speaker's table—those who have labored and striven in the name of the club, for the honor of the club, giving with full hands of their time and strength and of their talents for the good of the club.

Annual reports were read by all officers, chairmen of committees and chairmen of sections, reports to be proud of, showing steady growth along all lines. Following the reports the chairman of the election board, Mrs. Gertrude Wise, announced the results of the election, which are published elsewhere in this issue.

This annual meeting closed two years of service to the club by the outgoing president, May F. Riley. Only those who have worked with Mrs. Riley can fully appreciate how unselfishly she has devoted herself to the club these two years past; with what rare administrative ability she has steered us; and with what fine tact she has conducted the affairs of the club. It has been a privilege to work with Mrs. Riley. As she goes out of office, she becomes one of that fine group of women, of which we are all so proud, our past-presidents.

After deciding what needs to be done, select the man who can do it; give him a desk, but not a chart.—*Herbert Hoover.*

There is no truer test of a man's qualities for permanent success than the way he takes criticism. —*Thos. A. Edison.*

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies.....05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor.....Mabel Pinger
Home Telephone—GR aystone 5713
Associate Editor.....Ethel L. Maxwell
Contributing Editor.....Gertrude Tubbs
Club Reporter.....Charlotte F. McClelland
Advertising Manager.....Mary Baker

OFFICERS

President.....May F. Riley
First Vice-President.....Ethel L. Maxwell
Second Vice-President.....Mary H. Baker
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
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Assistant Treasurer.....Mary K. Menary
Auditor.....Ada H. Brace
Honorary President, Lillian Palmer

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Mabel T. Johnson — Celia A. O'Brien

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House.....Nettie Smith
Membership.....Estelle Walker
Program.....Mary Sexton
Reception.....Nell Boardman
Publicity.....Bertha Dale

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Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

OUR SWAN SONG

With the next issue the BUSINESS WOMAN will pass into the able hands of a new staff. The past year has been an interesting one to the outgoing staff. To our advertisers for their patronage, and to the entire membership for their fine co-operation, our grateful appreciation! They have made the task a light one. To the new staff with our mantle which we drop upon their shoulders, we bequeath the splendid loyalty and support of the club. These are our assets; there are no liabilities. We take pleasure in announcing that the new editor will be Miss Margaret V. Girdner. Everyone who knows Miss Girdner appreciates what exceptional qualifications she brings to the post of editor. From now on please send all copy and contributions for the BUSINESS WOMAN to Miss Girdner at 775 Post Street, to reach her *not later* than Saturday morning each week. Thank you and good-bye!

THE STAFF THAT WAS.

ELECTION RETURNS

The following officers and directors were elected at the annual business meeting on February 3rd:

President.....Ethel L. Maxwell
First Vice-President.....Mary H. Baker
Second Vice-President.....Bertha Dale
Secretary.....Jean E. Kerrison
Treasurer.....Berenice Magness
Auditor.....Alice Kennedy
Directors.....Charlotte McClelland
Gertrude D. Tubbs

The official list of appointments of committee chairmen, section chairmen and staff of the BUSINESS WOMAN will be published in a later issue.

HOSPITALITY AND NEW IDEAS

Fifty-two members and guests enjoyed the club's hospitality Thursday evening, February 5th. From the gales of laughter that arose from the corner in which Ada Brace sat before a card table some one must have been gleaning interesting information from the cards on that table.

Among those present were our very newest member, Miss Maud Lamberson, and Mrs. Stidell, whose application and check were turned in by her sponsor, Ruth Shaw. We hope these two ladies will enjoy the club as much as we know we shall enjoy them.

The hostesses of the evening, Mary Fennig, chairman, with Lilly Tufts, Mildred Adams and Jessie McKinney, provided the refreshments for this last meeting at which they function. Some one asked Jessie for the recipe for the delicious orange bread which was her contribution; the business woman in Jessie arose to the surface, submerging for the time her pride in her housewifely achievement, and she answered, "I'll sell it to you for a dime for the hostess fund."

Now, there's an idea! Come on, you business women with a culinary specialty! Send in a sample of your wares for Thursday night teas and sell the recipe for the benefit of the fund for use on nights when we have no contributions. The hostess committee will make the copies and attend to the sales. Who knows but that some day we shall get enough recipes to make a little book for sale to the public? Publicity chairman, please take notice! Make dates for your entries with the incoming hostess chairman.

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CLUB NOTES

By CHARLOTTE F. MCCLELLAND

Miss Isobel Wilkie left Shanghai on the 12th f February. She has had a most enjoyable trip.

Our president-elect, Mrs. Ethel Maxwell, spoke efore the Business Girls' group of the Japanese Y. W. C. A. on January 21st, the subject being 'Books.''

Miss Bertha Dale left on February 4th on a urried trip to Los Angeles. She returned on the th.

Dr. Susan H. Hamilton attended the Osteopathic onvention at Del Monte last week.

Mrs. Jessie Scott is now associated with the Western Division of the National Newspaper Enerprises, Inc., conducting cooking schools. She vill travel, as before, so we will have to be conent with just occasional glimpses of her.

Please make note of the following changes in ddresses: Mrs. Sara Ann Magill, 845 Church Street; Miss Jean E. Kerrison, 1880 Fulton Street, Apartment 2; Miss Winifred Kerr, 1401 Stone Street, Great Bend, Kansas; Miss Margaret Wagner, 317 Twenty-seventh Street.

Please make these additional changes of addresses:

Mrs. Frances Drake Le Roy, 2616 Webster Street, WE st 5296; Miss Adele Metzner, 1320 Lombard Street, OR dway 8605.

Mrs. Hottinger Traut has been elected vice-president for 1931 of the Business Educators' Association, which held its winter meeting recently n Los Angeles.

Mrs. Louella Williams Payne is sojourning in Los Angeles at present.

Miss Olive Lester, president of the Hanford Business and Professional Women's Club, attended the dinner preceding our business meeting on February. We sincerely trust that Miss Lester will favor us with another visit soon.

If you did not come to the club rooms on the 3rd to vote, of course, you are ''out'' twenty-five cents, and, also, you missed the thrill of meeting all those members whom we see only on special occasions. We wish that space permitted the announcement of all of their names so that you might know what a treat we had. It was like a great family reunion. Truly you have a wonderful club, in which the spirit of friendliness, goodwill and helpfulness pervades every activity. And, again, your reporter says to those of you who do not visit you club, ''Come, acquaint yourself with the splendid women comprising its membership; participate in its various activities, educational and pleasurable, and, best of all, realize its geniality.''

The dinner meeting brought out a large attendance, and the reports of the chairmen were painstaking and gratifying.

FROM OUR EXCHANGES

When woman first entered the business world many men and women deplored the fact, and prophesied that business would have a hardening and coarsening effect upon women thus engaged, but time has demonstrated that it has enhanced her virtues and broadened her life. More than that, she has, and is now, contributing, through the business world, eternal values that slowly but surely are lifting business out of the purely materialistic, monetary field into higher planes of social obligation, and service.

Americans, under the stress of pioneering in a new world, and in their eagerness to make money, have greatly neglected many of the finer things in life, but today there is more leisure and with it has come an awakening to the cultural side of our lives.

From the books of the past and the present, we make the thoughts of great minds, our thoughts, building them into the beautiful structure of character. Think what it means to read good books! It is beautifully expressed by Winfred Ernest Garrison:

The Book

''Softly I closed the book as in a dream
And let its echoes linger to redeem
Silence with music, darkness with its gleam,
That day I worked no more. I could not bring
My hands to toil, my thoughts to trafficking.

''A new light shone on every common thing;
Celestial glories flamed before my gaze;
That day I worked no more. But, to God's praise,
I shall work better all my other days.''

ORA J. JOHNSON,
Kansas City Business Woman.

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GURTY'S GARRULITIES

Poor me—again a man deceiveth. Condole with me? That weather man, for double days, prognosticated rain, and I dragged useless paraphernalia; then he foretold sun. I arrived home "all wet!"

Heavy artillery, a barrage of nickels and a phone-y duel. Caraway of Arkansas is called a mighty liar by Crampton of Michigan, and he froths! Tingle, tingle: "Hello!" "Yeah!" Bang-up. Again and again. Nothing as exasperating as silence, when raring to fight.

Who'd-a-thought there'd be bidding for jail burds? San Francisco searching for ample location for her short-comers, in San Mateo County, miles from nowhere, finds scrubby lands of untold worth! Not so in those days when we were arranging for the dead ones.

Titter—titter: That fog synonomous of San Francisco—also a leach in other climes. Hear ye statistics—ugly gazoos—via 18th Lighthouse District; San Diego registers 272 hours obscurity; Mile Rock (we'uns) 479 hours; AND—Los Angeles Harbor, 897 hours of obfuscation (per year). Do figgers fib?

Arras of form for the male Adonis. Woman having lengthened her skirts, her hair and taken to fussier raiment, man must follow. The old "swallowtail" is back in the realm of fashion in company with the double-breasted overcoat with the silk collar—'member those dudes?

Chicago fumes. Al Capone and Big Bill accepted, but when books of historical naughty ladies' lives circulate—Oh—Chi just blushes. Life of Catherine the Great of Russia too colorful for the younger mind—so whisht: And out the window! That ought-a make it a best seller!

A farewell toast to all:

Let's fill our glass with the smiles that pass
On the lips of happy folks;
Let's fill our hearts with laughs that start
From a song or a merry joke.
From the gay old earth—a drink of mirth
Is all that we are after.
Here's How: Fill up our daily cup
With joy—and a dash of laughter!

—Anonymous verse twisted.

Good—a—by: Dass'al.

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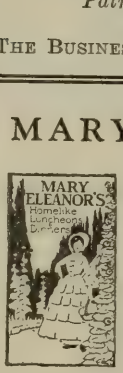

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A LOOK BACK

You have packed up your duffle and put out your fire,
There is nothing ahead but the trail,
But the trail that leads up to the hill you desire—
You will come nevermore to the vale.
'Twas a shelter from storm and a home for the night,
'Twas a place for a fire and a snack;
You are through with it now, you are off with the light—
But you stop and take a look back.

'Twas a spot for a camp such as seldom you find
With a slope that would drain it of wet;
There was green grass in front, there was timber behind,
And the deadwood was easy to get.
'Twas a bed and a roof for the wandering one,
'Twas a rest and a refuge for Jack;
Now you're off to the east and you're up with the sun—
But you stop and you take a look back.

And this life is just that from beginning to end;
It's a camp, and a hike, and a camp.
It is greeting a stranger, farewell to a friend,
Ev'ry morning new timber to tramp.
For we can not remain and we can not return,
We must follow old Time in his track;
But the campfires of old in our memory burn—
And we stop and we take a look back.

—From Douglas Malloch's "Tote-Road and Trail."

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 FEBRUARY 21, 1931 No. 8

Weekly Program

Coming Events

February 24—Dramatic Section, 7:30 P. M.

February 26—Choral Section, 6:45 P. M.

February 26—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon

Irene Block — Ruth Shaw

Margaret Brandt — Mary Parsons

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

1931 INSTALLATION DINNER

The feeling of a family party was in the air; there was the relaxed friendliness of a group united through custom and kindred interests gathering to consider the pleasant memories of a happy year; there was the interested expectancy of a group looking forward to the recognition of honors accorded to its own. It was with this spirit of camaraderie that the members of the San Francisco Club met in the dining room of the Clift Hotel on Saturday evening, February 14th; it was the celebration of the fourteenth birthday of the club, as well as a welcome to the new Board of Directors. The room was pleasant with the happy confusion of greetings tossed from one to the other as members exchanged compliments and introductions, for many of the members took this occasion to show the club to their friends.

The dining room never seemed so lovely as it was on this evening with the fragrant centerpieces of acacia and carnations (reminding us ever so faintly that this was also the birth date of St. Valentine) blending with the various colors of the evening gowns as they were revealed by the soft lights.

During the serving of the excellent dinner, many of the distinguished were presented. May Riley in turning over the program to our toastmistress, Lillian Palmer, honorary president, reminded us that the story would fit the occasion, and we were prepared to marvel at the sparkling wit and unfailing aptness of her introductions. Ida Reed, president of the State Federation, responded with a touching poem dedicated to the undying and unquenchable spirit of the famous "King Dodo," while Marie Green, president of the Northern District, spoke of the traditional shyness of the country girl who visits the city (but not with much conviction).

Other guests who only made their bows were Miss Ethel Willy of Stockton and Miss Orah Howard of Palo Alto, both directors of the State Federation, and the following members of clubs: Anne Duffy, Eva Benner, Mrs. Hageman and Mrs. Renwick of Sacramento; Elizabeth Wenk of Palo Alto; Mrs. Beulah Schindler, Mrs. Hazel Looman, Mrs. Jackson of the Burlingame Club; Katherine Bartle, Helen Houghton, Mrs. Custer and Edna Hansen of the San Mateo Club; and Miss Mason and Miss Sherman of the San Leandro Club.

The program was planned to meet every taste and met with enthusiastic response. Each artist was recalled many times and the reward of "a very best audience" was the gift of many encores.

Several groups of songs were presented by Mr. Bob Furnas, a staff artist of the National Broadcasting Company, and it was an added joy to see as his accompanist, our talented club member, Mrs. Merle Curington, whose sympathetic co-operation added to his performance. Mr. Furnas is a pupil of Mrs. Leroy, so it will suffice to say that he charmed us all with his musicianship.

Miss Lydia Oxendine, whose personality is as charming as her talent, delighted us with several piano numbers in "black and white," introducing each selection with an explanation of its mood.

The generous group of monologues presented by Miss Martha Clark represented the most varied types and were proof of her versatility, her nice sense of comedy and an unusual ability in characterization. When it is realized that she was also the author of her sketches, her performance is even more remarkable.

At the close of the program, the gavel was presented to the new president, Ethel Maxwell, who accepted it with a gracious speech expressing her sense of the responsibility which she thus assumed. After a sincere and warm-hearted expression of her

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Club Reporter.....Dr. Phillis Bourne
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appreciation to Mrs. Riley, she introduced the members, both working and ornamental, of her official family.

With the fall of the gavel, the 1931 installation dinner passed into history—the memory of a happy accounting and the promise of a prosperous new club year.

Please call the President at her home, MO ntrose 5108.

IMPORTANT TO CONTRIBUTORS

The Business Woman goes to press early Monday morning of each week. Will contributors, therefore, please have copy in the hands of the editor not later than Saturday forenoon for the issue of next week? Copy should be sent to Margaret Girdner, 775 Post Street. A communication sent by special delivery to the latter address will insure its arriving in time, if you have waited until the eleventh hour.

With this issue The Business Woman passes into the hands of a new staff. Mabel Pinger and her co-workers have established a standard which will be hard to measure up to, but we are going to try to do it. We shall need your co-operation and support, your criticism and your suggestions; we can only promise you our best effort and our undivided loyalty.

We announce the following as The Business Woman staff:

Editor, Margaret V. Girdner, librarian, Galileo High School.

Associate editor, Mary H. Baker, public stenographer. Mary Baker's activities date back to 575 Market Street. Chairman of the Bath Salts Committee in 1924 and 1925, organizer of the Gymnasium Section, director in 1929 and 1930, advertising manager of The Business Woman in 1930, Mary Baker's name is a guarantee of a sane and practical administration.

Club reporter, Dr. Phillis Bourne. Dr. Bourne is one of those quiet, efficient workers whose interest and loyalty in the club have been apparent in many ways, particularly in the work of the Membership Committee during the last year.

Business manager, Mary K. Menary, secretary-treasurer, Jay Hirsch Co. Anyone who knows Mary Menary's ability in business management will at once recognize that the financial well-being of the paper is assured. She served as Thursday evening hostess for several years, and as assistant treasurer during the last year.

Advertising manager, Jessie D. McKinney. Jessie McKinney is a comparatively new member, but in less than a year her services to the club include work on the Membership Committee, Card Party Committee, and the Hostess Committee.

IMPROMPT-I

Washington's Birthday — we should celebrate. We haven't had a tea in months, so let's a congenial chat at the Palace Hotel on Saturday next, February 21st — we'll drink to the Boston Tea Party! Meet in the lobby, about 10 to 4—price, 75 cents. It's a treat watching the sub-debs dancing small marathons. We'll be looking for you!

AND, on Sunday morning, the birthday of the Papa of our Country, we should another sort of tee! Pee wee golf, at Caliente, Market and Ninth, at 10 o'clock. After a "round of golf" we'll be hungry, and that nice Whitcomb Coffee Shop says "Cheerio." Cum-on! You do not have to know a thing about it; the hour is early, everybody will be somewhere else and we can have a jolly time finding out "what it is all about."

AND, if you are with us—there might be something on Monday—who knows?

See you with that

IMPROMPT-I.

Josephine H. Traut Gertrude H. O'Donnell

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A MEANS OF ESCAPE

By Marion Morris

Literature as a means of escape from the humdrum life of every day was the subject of Mr. Charles Caldwell Dobie's talk to the Book Section at the meeting on February 9th. Mr. Dobie traced briefly the development of story-telling from the time when the cave man first regaled his mate with tales of his hunting prowess, on through the primitive tales of the Old Testament, the classic myths and deeds of heroes, kings and queens, down to the more sophisticated fiction of our own times, which finds nobility even in the man in the street.

Our primary reason for reading, said Mr. Dobie, is to gain the romantic escape which comes when we identify ourselves with noble characters in fiction. So it is that Shakespeare's heroes are chosen from royalty or nobility, while the man in the street furnishes comedy. The Cinderella myth, so popular with all primitive people, even today finds appeal in its essential idea of the obscure person who rises to power. With increased sophistication, we have the footnote to the Cinderella story, as in "Tillie's Nightmare," where the alarm clock goes off at the end, bringing us ironically back to every-day life again.

Mr. Dobie concluded by commenting on some of the New York plays which he has recently seen. His talk was much enjoyed by the Book Section members, and we felt it a distinct honor to hear at first hand from our most notable San Francisco short story writer.

DRAMATIX!!

Our next meeting is Tuesday, February 24th, 7:30 P. M. First on the program will be the election of a chairman for the coming year. Thereafter we will read that interesting play, "Death Takes a Holiday."

Everyone welcome to our Section.

Gertrude D. Tubbs, Chairman.

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CLUB NOTES

By Charlotte F. McClelland

We rejoice to bring the glad tidings that Miss Gertrude Mowder left the Children's Hospital on Wednesday, the 11th. She will not be able to receive visitors at present, but correspondence may be forwarded to her new home address, which is 1565 Greenwich Street, Apartment 4.

It would appear that in the springtime thoughts turn to moving as well as to love. Just look at this list of changes:

Mrs. Ethel J. Knowlton is planning to move, within the next few weeks, into her newly remodeled house in San Anselmo, and anticipates making that her permanent home.

Mrs. Inez DuGuid Emmert is now living in Mountain View, Route 1, Box 106.

Mrs. Alice B. Kennedy is at 1242 Arguello Boulevard, MO ntrose 1197. Mrs. Kennedy was confined to her home for a few days with the "flu."

Miss Cornelia Seeley is now residing at 1005 Hyde Street, Apartment 35.

Mrs. Mae Barr Long is building a home in Ingleside Terrace, which will be ready for occupancy within the next few months.

Miss Zulu Clements and Miss Margaret Mary Morgan are remaining in the city just to attend our installation dinner. The very next day, they jump into "Henrietta" and are off for Palm Springs, whispering breezes, silent nights (perhaps), sunny days and, who knows? mayhap desert songs. May health and joy attend them!

Miss Margaret Girdner has been quite ill with a cold, and woe is her, for she has lost, temporarily, that, to woman, most requisite and invaluable weapon of defense, her voice. At this writing, she is on the road to recovery.

Miss Alice Jones has also been indisposed with the "flu," but is well on the way to health.

Mrs. Merle Currington has been confined to her bed, but is on the mend.

Miss Susan Smith has moved into the new Berkeley Women's City Club.

This is the last chat this club reporter will have with you. She has enjoyed her assignment immensely, and hopes that you were not entirely bored. Sometimes there were almost "tears in her eyes" because there seemed to be such a dearth of "news," and then she would go "digging."

You want to know what your fellow members are doing. You are interested in one another, and so she implores you to bring, telephone or send whatever items you may have to her successor so that she will not be groping in a haze of lachrymal fluid endeavoring to ferret out "news" for your edification.

To all those kindly club members who have assisted me during the year with items and encouragement, your scribe gives her whole-hearted thanks and to our ever-courteous, friendly and willing executive secretary, Mrs. Irma Burlingame, who has aided your reporter at all times with serene patience and without whom, she has often avowed, "there wouldn't have been any column," she wishes to express here and now her deep gratitude and sincere appreciation, and to Mrs. Mabel Pinger, editor of The Business Woman, with whom it has been a joy to work, she also extends her grateful thanks for all the aid received.

Good-bye.

A VALENTINE PARTY

February 12th brought out about thirty-five of our members to enjoy the evening playing bridge or "what have you." (Methinks this is the name of the game indulged in at the lower table.)

Our thoughtful Belle Banz supplied the "fixin's" for a real Valentine Party; Ada Brace sent us some very tasty little cakes; and how we did enjoy Rose Miller's ice box fruit cake!—it was delicious, everybody wishing for the recipe, which I believe is to be added to our famous list and can be purchased from Mrs. Burlingame for the modest sum of ten cents.

We were pleased to greet Mrs. R. Tiffany, who was the guest of Bertha Stalder; also Mrs. Miller's daughter.

Our hostesses did themselves proud and everyone left with a happy smile and I'm sure with a feeling of "I'm glad I came."

J. S. B.

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ELLEN S. ROBBINS, Director

Member B. & P. W. C.

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 FEBRUARY 28, 1931 No. 9

Weekly Program

Coming Events

March 3—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

March 5—Choral Section, 6:45 P. M.

March 5—Thursday Open House, 8:00 P. M.

Hostesses
The Class of 1917

SECTIONS

***Book*—Second Monday, 7:30.**

***International*—Third Monday, 7:30.**

***Civic*—Fourth Monday, 7:30.**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

GREETINGS AND SALUTATIONS

The editor of THE BUSINESS WOMAN asks the new administration to give her a message or a greeting or whatever is usual under the circumstances, and, unaccustomed as we are, here it is: We greet you, each and every member of the Business and Professional Women's Club, and we hope that you will give us the opportunity to do so in person. Come to our first business meeting on March 3rd and get to know the women to whom you have entrusted the affairs of your club for a year. The more we are brought into personal contact with the individual member, the more effectually can the board work toward making this the sort of club the majority wants. Come and hear the plans of your chairmen, and we are sure that you will feel well satisfied with the efforts of these women who are working for you and your organization. Mrs. Sexton will have announcements of interest about coming programs; Margaret Dailey has plans for an increased membership which will call forth our best efforts; Mary Crookston is going to give us some charming surprises on Thursday evenings, and Helen Doble will take us for delightful and refreshing days of outing in the country now that spring is here and summer is on the way. Then there are one or two more serious matters than plans for future parties, but they will be just as stimulating and interesting. We are looking forward to a busy and constructive year in which, with your help, we hope to add a useful brick or two to the structure so splendidly started by our predecessors.

ETHEL LIDSTONE MAXWELL.

To know what to do is wisdom, to know how to do it is skill, and to do it is virtue.

DAVID STARR JORDAN.

SOMETHING NEW!

Hear ye! Hear ye! The "Class of 1917" is "receiving" on Thursday evening, March 5th, in the club rooms.

Come out and see who have been paying dues in this club for fourteen years. The class that has furnished us with four presidents.

After you have made your bow to these ladies you will have an opportunity to visit, play bridge or other games. Ida Lord will stage another checker contest, and we shall have dominoes, mah-jong and the fascinating game of Michigan. And, of course, there will be tea and cake.

This will be the first of a series of "class rallies." The class of 1918 will be hostesses on March 12th, the class of 1919 on March 19th, and then watch out for something very special on March 26th.

Representatives of the membership committee and of each section will be present to tell your guest about the work of these very valuable activities within our club.

MARY D. CROOKSTON,
Chairman Reception Committee.

March 3rd is the first business meeting of our new club year. At this meeting, the plans for the year will be outlined. The president, Mrs. Maxwell, will introduce the chairmen of the standing committees and the sections, who will announce the membership of their respective committees.

Let's have a fine attendance as a compliment to our new officers.

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NOTICE

Mary D. Crookston's address is 609 Sutter Street, PR ospect 2500. Please change your roster.

THE EINSTEIN BLUES

F x+y+v+z
Now=relativity,
And w, with a little twist,
Can prove that we do not exist.

Then God defend us! I have read
The formulæ, and held my head;

And it was comforting and sweet
To hear a taxi on the street.

WILFRED J. FUNK, in *Current Literature.*

CLUB NOTES

By DR. PHILLIS BOURNE

Mrs. Jessy Scott, who has been visiting in Los Angeles, was in town for two days last week making ready for another trip. This time it is to the Great Northwest, where she expects to remain for an indefinite period of time. Before she left, our library received the book, "Breaking Point," by Mary Roberts Rinehart. Thanks!

Word has been received from Atascadero, "the halfway point," that "Henrietta" arrived there in good style with Miss Margaret Mary Morgan and Miss Z. Clements. As you know, they are on their way to Palm Springs.

Palm Springs seems to be the Mecca for others of our club. Mrs. Mabel Johnson is spending a well-earned vacation at this delightful flowering garden of the desert.

The sunny Southland claims still others of our membership. Mrs. Hettie Le Fevre is in Los Angeles for a ten-days' visit. A card from Mrs. Louella Williams Payne, who is at the "sweetest place on earth, the heart of the orange groves near Monrovia," brings kindest regards to us all.

Mrs. Violet Neuenburg has re-entered the business world. She received her appointment as Notary Public, and has an office in the Hunter Dulin Building, Room 740, KEarny 3344. This is nice to know, for we must have our income tax papers properly signed.

Two years ago Miss Myra Green joined our club as a transfer from Sacramento, but it wasn't until last Thursday evening that she made her debut. She brought as guests Misses Helen and Margaret Cummings and Miss Gladys Christensen. Now that you have finally found the way to the club, Miss Green, do come often so that we can become better acquainted.

Charlotte McClelland was one of the Thursday evening bridge group, having Mrs. Alexander A. Cantin as her guest.

Mrs. Mary Jackson Rowden is staying for a time at the Cordova Hotel. She dropped into the club to say "Hello" and "Good-bye." She and her husband are soon moving to Hollywood permanently.

Miss Lily Tufts was a Thursday evening bridge

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player this week. She had as her guest Miss Gertrude Blake.

An interesting coincidence was noticed at one of the tables at the Installation Dinner when it was discovered that every member at this table made up by chance was a cashier or teller: Cornelia Farrell, cashier, M. J. B. Co.; Rita Mullowney, cashier, Matton & Co.; Daisy Bruhn, Liverpool-London-Globe Insurance Co.; Bessie Henderson, cashier, Hoyt, Shepston & Sciaroni; Lola Stillman, Williams, Dimond & Co.; Mrs. Gorman, Morris Bank.

Our club choral gave an evening entertainment at Elmhurst Presbyterian Church on February 26th.

The March issue of *The Ladies' Home Journal* has an interesting article, "Women in Banking," which pays tribute to our club member, Mrs. Edward Dexter Knight.

"A Group of Poems," by Sara Teasdale, in *The Ladies Home Journal* for August.

THE FALLING STAR

I saw a star slide down the sky,
Blinding the north as it went by,
Too burning and too quick to hold,
Too lovely to be bought or sold,
Good only to make wishes on
And then forever to be gone.

TO ARCTURUS RETURNING

Arcturus, with the spring returning,
I love you best; I cannot tell
Why, save that your recurrent burning
Is spring's most punctual miracle.

You bring with you all longed-for things,
Birds with their song, leaves with their stir,
And you, beyond all other stars,
Have been man's comforter.

I STOOD UPON A STAR

I stretched my mind until I stood
Out in space, upon a star;
I looked, and saw the flying earth
Where seven planets are.

Delicately interweaving,
Like fireflies on a moist June night,
The planetoids among the planets
Played for their own delight.

I watched earth putting off her winter
And slipping into green;
I saw the dark side of the moon
No man has ever seen.

Like shining wheels in an open watch
They all revolved with soundless motion;
Earth sparkled like a rain-wet flower,
Bearing her petals, plain and ocean.

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Romantic History:

Cimarron—an epic! See it! Grandchild of "The Covered Wagon." Thrilled by one of the land rushes of the '70's, we live on through the years to the present. Where they procure those antiquated conveyances, the horses, the nags—is a form of magic. The birth of a frontier town, its growth shown every decade, intensely interesting; a demon auto speeding almost thirty miles per! Tender girl and a wanderlust husband carrying a sentimental love throughout, at times creating a tightening of the throat. A lesson in content to witness the hardships, the dangers, the rigidity of the female apparel! The woman courageous and ambitious reaches Congress; the man, inevitably, a worthless finale; yet love lingered. It's like that in reality—sometimes!

Sentimental Yesterday:

The City of Ivory—our 1915 Exposition. How the emotions emote as the familiar scenes pass in review! Ground-Breaking Day, congenial President Taft making immortal that "San Francisco Knows How." Forgotten hours are here re-lived. The Courts of Four Seasons; the quiet pools; symbolic statuary; ever-renewed flower-beds; majestic Tower of Jewels; those iridescent lights; the Zone; the favorite haunts; our funny clothes; Fageol trains; leg-saving little electric chairs at 75 cents per hour—such exquisite bliss!

Every San Franciscan of that year will revel in this all too-short movie at the Fox this week. Amusing, exciting, reminiscent; pathetic, also, to contemplate that sixteen years have claimed us and the City of Ivory is past tense—and we? Ah—still running in high and on all cylinders!

Dass'al.

Figures change, silhouettes vary, and the clever woman knows that this season's fashions simply can't be worn to greatest chic over last season's foundation garments. First, she chooses her new corselet, girdle, compact or "Miss Simplicity" at Anita K. Mayer's Shop—if we do say so, outstanding values at these new spring prices.—*Advt.*

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TO A KITTEN

(To Three of 'Em, in Fact)

A kitten's in
A constant bustle;
What makes a kitten
Want to hustle?

In six months he'll
Be on a fence,
Personifying
Indolence.

But now, although
He's all in tatters,
It's chasing spools
That really matters!

By Kenneth Abrams Fowler,
in the *New York Herald Tribune.*

People seem not to see that their opinion of the world is also a confession of character.

Emerson.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 MARCH 7, 1931 No. 10

Weekly Program

March 9—Book Section, 7:30 P. M.

March 10—Dramatic Section, 7:30 P. M.

March 12—Choral Section, 6:45 P. M.

March 12—Thursday Open House, 8:00 P. M.

Hostesses

The Class of 1918

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

PLEASE DO IT NOW!

"The following bills directly concern all Federation members. Help defeat them by getting in touch with your Assemblyman or Senator either with personal contact or with letter or wire. Please do not neglect this, as inertia now will result in much harm to our members later. Ask that these bills be killed in committee because they are not to the best interests of California. Women are citizens, whether married or not, and are entitled to all the rights of citizenship which includes the right to work.

"Realize one and all that to the employer every single woman is a prospective married woman. These laws threaten the livelihood of single women no less than their married sisters, for the employer is unlikely to advance, and in some cases will hesitate to employ a woman with the prospect of having to discharge her when at any time she may avail herself of the prerogative of marrying."

This message of Miss Ida Reed, president of the California Federation, deserves the immediate response of every business and professional woman in California.

These bills referred can only be mentioned here but more complete data are available at the club rooms.

Assembly Bill No. 1630—(Emmett), providing that no married woman who is not the head of a family may be appointed to fill any office in state, county or municipal government, nor in any school district. Head of a family is defined to include a group of enumerated dependents residing on the premises with her. Another provision specifically states that a woman shall be considered married irrespective of whether she is legally divorced or separated.

Assembly Bill No. 378—(Jost), providing that no woman shall be eligible to take the Civil Service examination, or be temporarily employed, if her husband is earning a hundred and fifty dollars a month.

Assembly Bill No. 138—(Cronin), amending the present Civil Service law, making it mandatory upon the Commission to refuse to examine any married woman whose husband is living unless such married woman presents with her application a verified statement that she needs the work to support herself or others dependent on her, and that her husband is insufficient support and the causes of the lack of the support.

Assembly Bill No. 686—(Parkman) and **No. 1226** (Quigley), extending the Eight-Hour Law to cover all business and professional women in offices, beauty parlors and women executives in establishments and industries under the present law.

Assembly Bill No. 1204 and **Senate Bills 473-474**, relating to appointments to various State Boards and Commissions.

Senate Bill No. 335, amending minimum wage law.

Assembly Bill No. 254, requiring Civil Service employees to be re-examined every four years.

THURSDAY OPEN HOUSE

Perhaps you who have been coming up to the Thursday evening meetings and have been so well served with delicious cakes and tea have not realized that there was a good bit of effort connected with this service of the Hostess committee. This year this work will be lightened a bit by dividing the year into three parts with different groups for the thirds of the year, and as these groups do the real work in connection with our Open House

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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CHAIRMEN OF STANDING COMMITTEES

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House.....Nettie Smith
Membership.....Margaret Dailey
Program.....Mary Sexton
Reception.....Mary D. Crookston
Publicity.....Louise M. O'Hara

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Henri Napier Carmer
Choral.....Mae Barr Long
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

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evenings, they are to be rightly named the Service Squad, with a commissary general who will be responsible for the "good eats" we plan to give you.

The leaders of the four squads for the first four months are Gertrude Tubbs, whose group will have charge March 5, April 2, April 30 and May 28; Lydia Johnson, in charge March 12, April 9, May 7 and June 4; Ellen Robbins, in charge March 19, April 16, May 14 and June 11; Sara Heine, in charge March 26, April 23, May 21 and June 18.

If you have an "on, so good" recipe for cake, cookies or anything suitable to serve with tea, you might like to furnish the commissary general with a demonstration of what that recipe becomes when properly worked out, *together with the recipe* and the privilege of letting us copy it for sale at 10c to all and sundry who want to buy and try. However, it will be necessary to arrange for your entry beforehand, so that we do not have a feast one Thursday and a famine the next.

Last year's committee did not use all of their appropriation, as you heard by the annual report, and we aim to conserve the club funds this year also. We will use the gifts and the dimes from the sale of the recipes to purchase supplies when there are no donations. You will not be solicited any further.

CLUB NOTES

By Dr. Phillis Bourne

Mrs. Gertrude Wise spent the recent holidays with friends on a motor trip to San Jose and vicinity. This coming week she is accompanying her husband to Stockton.

It is rumored that Mrs. Jene Bishop is leaving us permanently for Chicago, Ill. We trust this is a false report.

One of our very newest members, Miss Marie Brunner, is being transferred to Chicago. We are sorry your stay with us was so short, and we hope you will come back soon.

Miss Sylvia Kempton is at Del Monte attending a three-day convention of the Canners' League of California.

Miss Alice Burke has joined the staff of the Belding-Heminway Co., silks and silk thread, 130 Sutter Street. Best wishes to you in your new position.

Miss Margaret Dailey resigned her position on the first of February, expecting to take a vacation trip to the Hawaiian Islands before going into her new position with the Utilities Securities Co., but the illness of her father called her to Oakland and instead of surf-boarding and swimming she spent her time in becoming acquainted with her Ford, "Susie."

Our member, Frances Raymond, has been traveling. She spoke before the Stockton Business and Professional Women on February 19th, on "How Are You On the Job?" and also discussed the legislation affecting women in business.

Members, "lend me your ears." Don't hesitate to phone me about your "comings and goings." Modesty is out of style; besides, everyone wants to know what the other fellow is doing. So let's have the news! If there is no news about yourself, what are your friends doing? The number to call is AT water 3564, between 2 and 4, except Wednesday, or OR dway 7952 in the evening. If you can't reach me, call Mrs. Burlingame. Now be good sports, and phone!

DRAMATIX!

At our first meeting of the new club year, we had a short discussion of plans for the year and a round of ideas relative to a future Dramatic Night. Candidates lacking for the office of chairman, the incumbent accepted the chairmanship for another year.

We then read the play, "Death Takes a Holiday." While it has considerable humor and is termed a "comedy," it appeared more of a phantasy. It is thoughtful reading and gives one much to digest.

For our next meeting of Tuesday, March 10th, we will read the "Shanghai Gesture," a play of several seasons back, but teeming with dramatic interest.

You are welcome with us.

Gertrude D. Tubbs, Chairman.

Ann Kuh
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IRISH PROGRAM

It is claimed that "all the world loves a lover." nd we think that most of the world also loves the ish. As a gesture towards this belief, in cele- ating St. Patrick, we have arranged for the arch program of the Book Section a survey of the Anglo-Irish Renascence."

Miss Mooney will give a paper on the Irish rama; Miss Dempsey on Fiction and Narrative rose; Miss Heim will survey Poetry, and Miss ansen the Irish legends.

As the delightful surprise of the evening, Miss ary Winsor, who has charmed audiences in San rancisco both with her readings and her play ork, will read for us some Irish verse.

With so rich and full a program we should draw ot only a full attendance of our regular members, ut many of the club members who only visit us easionally. All are cordially invited to this meet- g.

JEAN DOUB, Secretary.

VALE!

On our last Thursday evening we invited the ub mothers to be our guests, and the following sponded: Mrs. Lidstone, Mrs. Banz, Mrs. Ramon, Irs. O'Brien, Mrs. Morrow, Mrs. Boardman, and Iable Pinger's aunt, Miss Schride. We were sorry hat the rain kept several others at home. As ach one arrived she was given a corsage, and then ney all formed in line to be greeted by the others s they came in. Afterward, some played bridge, nd some joined a big, jolly table of Michigan.

Those cute little sandwiches were made by Hazel Camon and Irene Bock, and the cakes were con- ributed by Gertrude Wise, Belle Banz and Mar- aret Brandt. We all enjoyed these special re- reshments which were offered by the committee s their last contribution of the year.

And now we must say, "Exit the Hostess and Reception Committees of 1931!" Enter the new ommittee, to which we pass on the pleasure of erving the club for the next twelve months!

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GURTY'S GESTURES

Luxuriant Graft

Topaze—at the Curran—a play to linger in the memory; is, and will be, one of the outstanding hits for San Francisco for 1931. Naive honesty finds itself almost to the "apple-selling" plight, when offered undreamed remuneration by glib, oily pair. Innocently accepted, but soon corroded, this Diogenes (like the Robots) turned and consumed the Master! Alan Mowbray (late King of the Apple Cart) is flawless as this simple schoolmaster in evolution; Henry Kolker (of gangster plays), a smooth, suave grafter; and Mary Duncan (Poppy in the Shanghai Gesture), a feast to ear and eye —her costumes brought gasps of admiration! No wonder men marry brunettes!

A Spiritual Ecstasy

Outward Bound: Another fancy of the hereafter, beautifully and delicately offered—a talkie at the Warner Bros. Theatre this week. A phantom ship, whose destination is unknown to the types aboard, wafts through vaporous seas! The passengers have left life, although realization has not yet dawned. The egotist, self-made, smug and superior; the patronizing, designing, older female social snob; a simple woman of the people, abounding in love; son of wealth, bored, a waster, flooding his senses with alcohol; a colorless parson; an understanding steward and a pair of suicides—young lovers. Eventually all appear before the Examiner and reward is meted in proportion to earthly merits. Suicides are but halfways; having lacked the courage to face life's battle, evermore must linger 'twixt heaven and earth!

It will register artistically, but financially, I would shake the head! Dass 'al.

THAT IMPROMPT-I

Had a three-day jamboree over Washington's Birthday. Eleven chatted at a jolly tea at the Palace on Saturday. YOU should have been with us! Twelve others struggled to score low at Caliente, and Mildred Adams won the trophy! Oh, Nell Ackerman also took home the bacon. And the son of our president, our onli-est male, walked away with a wee case of chocolate segars. Sixteen dined en famille on Monday night, becoming a party of twenty-two at the opening performance of Topaze! I ask you—are we live ones?

Sunday next—March the 8th—how about another round of Pee Wee—whilst we have our stroke! Be there at Caliente, Market at Ninth, at 10, in your best of form. Remember, there are prizes! No pro's, just happy dubs! Then we'll have lunch—oh, somewhere!

We'll be expecting you with that IMPROMPT-I,

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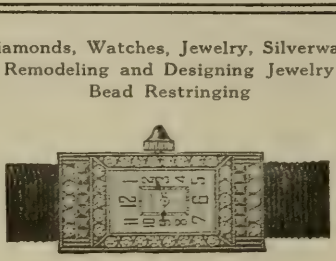

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

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Vol. 8 | MARCH 14, 1931 | No. 11

Weekly Program

March 16—International Section, 7:30 P. M.

March 17—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
Speaker: Mr. A. W. Widenham.
Subject: "The Symphony and the Growth of Music in San Francisco."

March 19—Choral Section, 6:45 P. M.

March 19—Thursday Open House, 8:00 P. M.
Hostesses
The Class of 1919.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

MUSIC

Our speaker for the dinner meeting, Mr. A. W. Widenham, is secretary of the San Francisco Musical Association, and manager of the San Francisco Symphony Orchestra, and has been connected with these organizations since 1916.

Mr. Widenham will tell us something of the cost of our own symphony as compared to that of others and its value to our community musically and otherwise. He will bring some scores with him and show us a little of the practical construction of a symphony orchestra. Mr. Widenham is a speaker of much charm, and will delight all, be they music lovers or just good listeners.

BUSINESS MEETING

The first business meeting of the new administration on Tuesday evening, March 3rd, was attended by a gratifyingly large number of members. We want to thank the 75 or 80 who came to listen to our plans for the coming year for the interest and support implied by their presence. For those who were unable to be there, appointment of two new committees is announced: First, that on the revision of by-laws, the chairman of which is our state parliamentarian, Mrs. Annie Little Barry; Ida J. Lord and Z. Clements, both members of the original group which drew up the by-laws governing the club for the last four years; May F. Riley, who knows them thoroughly, and who in her two years as administrative head of the club, will bring a valuable experience to the committee, and Bertha J. Dale, second vice-president. Suggested amendments to the by-laws should be sent, in writing, to any member of the committee. The second committee, appointed to work in co-operation with the Finance Committee, is the Ways and Means: Chairman, Mary Baker, first vice-president; Bertha J. Dale from the board; Lydia Floan from the membership, and Belle McDonald, contact member from the Finance Committee.

Short talks were given by the chairmen on their plans for the year: Mary Crookston, reception; Margaret Dailey, membership; Belle McDonald for the chairman of the Finance Committee, M. Dumas; Gertrude Tubbs for the chairman of Events, Helen Doble; and for herself as chairman of the Dramatic Section. For Mrs. Carmer, chairman of the Book Section, Jeannette Doub announced an interesting evening on Irish literature, poetry, fiction and plays, to be held on Monday evening, March 9th. Miss Grunsky told of two new scholarships which have brought the bank balance of the Remembering Fund down to a gratifying low figure. Miss Gertrude Mowder, after having served on this committee since its inception, was obliged to resign a short time ago because of serious illness, and Gertrude Wise has been appointed to succeed her.

Miss Steinegger is planning an interesting and informative debate for the Civic Section meeting of March 23rd; subject, the new charter. This is important to all of us as citizens of San Francisco. Let us show Miss Steinegger that we appreciate the work she has done with this section during the past year by turning out in large numbers to hear the speakers for and against the charter.

Mary Sexton, program chairman, announced two splendid speakers for March 17th and 31st. I hope as many of you as possible will be present to hear Mr. A. W. Widenham on the subject of the San Francisco Symphony Orchestra. May I urge you to do so, as he is a delightful person and a fine speaker? As you know, the orchestra needs our loyal support, both financially and personally, and since it is probably the most important cultural activity we have, and one of which we may well be boastfully proud as a great civic asset, come and

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Sunshine.....Matilda Schimpf

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

learn of its early struggles, of its development during the years just past, of the pioneer educational work, of incalculable value, done by Hertz with both audience and orchestra, and of its splendid future under the inspired leadership and genius of the new-comer, Dobrowen, who will direct it for the next three years. ETHEL L. MAXWELL.

PALO ALTO BIRTHDAY PARTY

The Palo Alto Club has invited our members to a dinner celebrating their eighth birthday, to be held on the evening of March 14th (tomorrow, when this copy of the BUSINESS WOMAN reaches you), at Wilson's in Palo Alto; time, 6:30 p. m.; price, $1.25; subject, "International Relations." It would be a nice compliment to our editor, Margaret Girdner, the first president of the Palo Alto Club, if a good number of our members would go down and tell them what a grand girl we think she is. Reservations in a hurry today with Mrs. Burlingame, since the time is so short.

ETHEL L. MAXWELL.

CLUB NOTES

By DR. PHILLIS BOURNE

It is with sadness that we speak of the death of our member, Miss Lena Muraski. She passed away at Mount Zion Hospital on March 1st, after a short illness.

Dr. Alice Goss is now living at 1603 Lincoln Way, Doctor, we miss seeing you at the club rooms.

Mrs. Jene Bishop is leaving for Chicago on Sunday to visit her son. We are glad that you are only to be gone three months and not permanently.

Mrs. Ann Joseph is ill with the flu. Best wishes for a speedy recovery.

We are glad to know that Gertrude Mowder is improving so rapidly. She is now able to go across the bay to her sister, Mrs. P. E. Kesner, 1815 Elm Street, Alameda. The telephone is AL ameda 6744W.

Miss Lucile Pattillo enjoyed her first visit to the Monterey Peninsula. She spent two days with Miss Antoinette Friant in Carmel. While strolling along the beach, whom should she meet but Louise O'Hara with some friends?

Those who remember Miss Ruth Stevenson will be pleased to know that she has joined the Burlingame Club and is the corresponding secretary of the Junior Section. She is now employed at the Benjamin Franklin Hotel.

Mary Ann Murphy, a member of the B. P W. C. at Marshfield, Oregon, was a visitor at the club rooms this week.

On March 15th, Marie Wilkening is going to Tiburon to spend the summer. She will live in one of those cute "arks" we have all admired and wanted to rent.

The Lodi Club has a "Night in China." Ida Reed and Ethel Maxwell were there to help celebrate the important event.

"Henrietta" finally brought home safely from the "desert oasis" Miss Z. Clements and Margaret Mary Morgan.

Alice Kennedy fell down and hurt her foot last week when the "bunch" went to the Fox Theatre. Now, why this injury? Charlotte McClelland was in the crowd, so the mystery deepens!

Corrections for your membership list:

Sara Ann Magill's number is 841 Church Street, instead of 845. The phone is AT water 6039.

Meta Bolte Powers' new address is 430 15th Avenue, Apartment 6; phone BA yview 4402.

Helen Walsh is now located at 902 West Elm Street, Stockton. She will be there until school closes, and then her San Francisco address will find her.

Easter—and clothes—synonomous wouldn't you think? Anita K. Mayer in her charming shop at 362 Geary, says so, and points out that the most chic creation can be ruined without the proper foundation garment. There's no disputing that fact, is there?—*Advt.*

Ann Kuh
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THE CLASS OF 1919

vill be hostesses on Thursday, March 19th. There re fifteen members left of this class, among whom re two past presidents.

"After the Fact."

The precious space allotted to Thursday night loings must record both coming events and a word bout what happened.

We must tell you that on March 5th we renewed or made the acquaintance of eight of the eighteen nembers left of the class of 1917. Several of the others were out-of-town members, and illness kept others away.

Our first and honorary president, Lillian Palmer, drove up from Los Gatos to be with us, bringing with her Emily Williams, 1918. Nellie Ackerman, Harriet Blockburger, Z. Clements, Mary Eagles, Cornelia Farrell, Ethel Maxwell and Harriet MacDonald were the other seven.

If you wonder whether it is worth while to make the effort to join *your* class on the night it meets, call up any one of these and ask how she feels about it.

Fifty-three members greeted the women who formed the nucleus from which our fine club has grown, and of the five visitors who were present, two signed applications for membership, another will soon do so, the fourth was Miss Ella May Hempstead, of the San Mateo Club, and the fifth was Miss Flora E. Livermore, a member from 1919 to 1922, who came up to renew acquaintances, and whom we hope to see again soon.

Commissary General Anita Mayer did a rushing business with recipes.

Recipes now ready for sale are for
Jessie McKinney's Orange Bread.
Rose Miller's Dyspepsia Pudding.
Gertrude Wise's Italian Torte.

These may be secured from Anita K. Mayer, Commissary General, 362 Geary Street, DA venport 6753; Mary D. Crookston, Chairman Committee, Arcade Floor, 609 Sutter Street, PR ospect 2500.

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OPENING EVENTS ANNOUNCEMENT

The events committee for the coming year has in mind numerous intimate, inexpensive little adventures, some repeats of other years, and, if demand be sufficient, later on a week-end.

The opening event was to have been to Inverness, a duplication of that memorable event of last year, but it is deemed expedient to place the day ahead to Sunday, April 12th. Hold the date! More of that later.

For the first event we will explore Chinatown—this on the evening of Saturday, March 28th. It will consume all evening up until midnight, but will be taken in a leisurely, restful manner, so as not to be wearisome. We dine at the Court Yard Tea Room, Grant Avenue, below Pine, thereafter visit the Chinese school, telephone company, Chinese Y. W. C. A., Six Companies; for gaiety we will stop at the Apex Cafe and enjoy the cabaret. By that time, a little nourishment will not be amiss, thusly to Shanghai Low for chow mein or some other Chinese mystery. During this hour we will be instructed as to the Chinese play which we are to attend. Finale: The play at the Chinese Theatre. When we have had enough, conveyance via Yellow Cab will carry us to the Palace, from whence we will disembark for home. Isn't that a night? Guests are permitted, provided the quota is not exceeded. Maximum party, 60; minimum, 40. Make your reservations with check with Mrs. Burlingame—we are in for a Big Night! And a Big Surprise! All this for Two Dollars!

Toot-toot! All aboard for that Chinatown Special!

HELEN A. DOBLE, Chairman.

WHY TRAVEL?

Ladies in Clovelly streets
And ladies loose in Spain
Look nervously identical
When stepping through the rain.

A sailor on a private yacht
A fisherman at sea
Are both superbly fluent with
A rich profanity.

And little boys in Halifax
And little boys in Rome
Have just as dirty faces
As little boys at home!

By PATIENCE EDEN,
in *Saturday Evening Post.*

TRAFFIC CLUB INSTALLATION DINNER

On Thursday evening, March 19th, the Women's Traffic Club will hold their annual banquet and installation of officers. The president, Carolyn Weber, with whom our relations have been so delightful this past year, writes that they will welcome a representative from this club, and our members are invited to attend. Reservations with the secretary, Mrs. Beulah Morris, 526 Matson Building, or phone DAvenport 2900. It is very pleasant for us to keep closely in touch with the only other San Francisco club which is a member of the State Federation. If you would like to attend the party of the Traffic Club, telephone to Mrs. Morris. The price is $2.50; time, 6:30 p. m.; place, Hotel Mark Hopkins; dinner to be followed by cards later in the evening.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | MARCH 21, 1931 | No. 12

Weekly Program

March 23—Civic Section, 7:30 P. M.

March 24—Dramatic Section, 7:30 P. M.

March 26—Choral Section, 6:45 P. M.

March 26—Thursday Open House, 8:00 P. M.

An Apparel Show

March 28—EVENT, Court Yard Tea Room, 6:00 P. M.

Coming Events

MAR 2[illegible] 193[illegible]

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

EVENTS! EVENTS!!

Got that date crossed off—April 12th—Big Day at Inverness! Delightful motor trip through Marvelous Marin, delicious luncheon at Inverness and happy hours at Bear Valley—Price, $3.00! Details in later issues.

Now for that night in Chinatown—Saturday, March 28th! D'yer hear about it—d'yer read your BUSINESS WOMAN of last week? We are going to meet at the Courtyard Tea Room. Time, 6 p. m. sharp. Start our trip with a jovial, jolly dinner; visit the high lights of Chinatown—the School, the "Y," the Telephone Company, the Six Companies, etc. Have a bit of the jazz life at the Apex Cafe—see that "Stepinfetchit" of the talkies. S'more eats at the Shanghai Low, as we have the Chinese Play explained to us. Then to the theatre to see the show. Unique! Unusual! Taxis will convey us to the Palace, rendering it convenient to catch your car for home! Tariff, complete for everything, only TWO DOLLARS! Bring yourself and your friend! If you have not already done so, make your reservations with check with Mrs. Burlingame—RIGHT NOW! A Joyous Cruise in Chinese Domain with a Happy Crew!

HELEN A. DOBLE, Chairman.

IMPROMPT-I

Upon Sunday morning, March 22nd, we will have a look at Telegraph Hill—see what all the talk in the papers amounts to—balustrades and beauty. It is a hilly walk, repaid by a panorama superb. Later we will descend and tramp about the waterfront, having a bite when hunger calls.

Meet at Broadway and Kearny—there at the steps, adjacent to the Trovatore Restaurant—at 10 a. m. See you with the

IMPROMPT-I.

NEW CITY CHARTER

The civic section meeting on March 23rd will be devoted to a discussion of the arguments for and against the adoption of the new city charter. The arguments for its adoption will be presented by Mr. Francis V. Keesling, attorney, who was one of the freeholders, while the arguments against will be presented by Captain Chas. W. Dullea, of the Detective Bureau.

That two such busy men are willing to come before the club members to make this discussion possible is a compliment which should draw out a large group of the membership. The meeting is to begin at 7:30, so plan to be prompt in order that there may be opportunity for full discussion of this very important question.

THE CLASS OF 1918

were hostesses and honored guests on Thursday evening, March 12th. There are fifteen remaining on the roster who joined in this year, but they are scattered, and we were happy to have five of them with us "in person," and four more represented by interesting letters.

Anita Harris Ludwig, Louise O'Hara, Nell Palmer, Emma Schmedes and Mary Solari were with us, and letters were read from "Glen and Gada," Gertrude Mowder and Estelle Walker.

Minnie Getz brought us some delicious home-made candy, the recipe for which will be available from the Commissary General at the usual price of 10c. Also recipes for the cheese puffs and that delicious dark cake that is Bell Banz's specialty.

"TO ENCOURAGE RECIPROCITY"

These are the first three words of the "Purposes of the Club," and in pursuit of this objective, the Thursday night committee offers you for March 26th the first of a series of vocational and occu-

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
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Book.....Henri Napier Carmer
Choral.....Mae Barr Long
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

pational evenings, and our name for the first one is

AN APPAREL SHOW

There are thirteen members of the club engaged in the business of dressing a lady. They can provide everything from the crown of her head to the soles of her feet. Babette of the *Examiner* will give us a talk on "Fashions for the Business Woman."

Models

both living and lifeless will display these wares, and we have some surprises for you in the way of entertainment.

That's all for now. Come and see for yourself. No bridge that evening, but plenty of diversion.

DRAMATIX!

At our meeting on Tuesday, March 24th, we will read several one-act plays, with the idea in mind of considering the use of same upon a future dramatic evening.

GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

By PHILLIS BOURNE

Dan Cupid has again invaded our ranks. Josephine Semorile is now Mrs. James E. Joyner, and she is living at 2201 Sixteenth Avenue. Her business address is not changed.

Our near neighbor, the Palo Alto Club, had its eighth birthday party Saturday evening. Bertha Dale motored Charlotte McClelland, Ethel Maxwell, Mary Baker and Margaret Girdner down in her car to wish our friends "many happy returns of the day."

Mrs. Bertha Stalder will be gone for a three months' vacation with her cousin in Glendale, California.

Miss Mabel Johnson is back in town again after her vacation at Palm Springs.

Did you know that Jeannette Doub won first prize for having the most beautiful head dress at the Women's City Club party? A goodly number of our members attended, wearing beautiful creations. Watch the Sunday papers for their pictures! Ida Lord was one of the judges.

Some of us travel much. Ida Reed and Jessie Eckles motored to Los Angeles the first of the week to attend the second regular board meeting of the California Federation of Business and Professional Women's Clubs, on Sunday, March 14th. Miss Eckles is again chairman of the nominating committee. Caroline Bachich also attended the meeting, going down on the night train Saturday.

Our member, Miss Ione Kuechler, has been declared "the most valuable agent" of the John Hancock Mutual Life Insurance Company on the Pacific Coast for the year 1930, according to a story which we clipped from one of our local daily papers. An award will be made to Miss Kuechler in the near future when officials from the head office will be here for the purpose.

A letter from the company's head office in Boston notified the general agent here that "after a careful review of the claims of other Western agencies for their representatives on the Pacific Coast for 1930, we find that Miss Ione S. Keuchler won first place by a wide margin." Congratulations!

The letters sent in to Mrs. Crookston by those members who cannot attend the Thursday evening meetings when their class is honored, are so interesting that we are planning to share them with you as far as space will permit.

Estelle Walker, who was kept away by illness at home, greeted her sister 1918-ers with:

"Thirteen years ago this month a little, frail and timid young lady was led up a narrow, steep flight of stairs into a room on the mezzanine floor of Lacay's Fish Market on Ellis Street.

"There it was my privilege to meet the group of fine women who received you last Thursday evening. I can remember yet how scared I was when I had to answer roll call for the first time—

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my knees were knocking together so hard that my voice was unheard.

"Since then I have climbed many stairs to club doings — downstairs to the Portola Louvre on Powell Street, upstairs to our first club home on Kearny Street, up still more stairs at 575 Market Street, until we grew up to an elevator."

And doesn't this sound just like Gertrude Mowder!

"It does not seem possible that thirteen years have passed since I was invited by a friend to go to lunch with her to her club. I went—I joined (really not knowing what it was all about), and I continued to go. But oh! I was such a modest violet. I just couldn't mix and get acquainted, and finally began to wonder if it were worth while, although every one was having a good time but me.

"Then I began to think that if I took an active part I might like it better. I couldn't 'speak in meeting' for that is a gift that was never handed me—but I could do other things, and as soon as I began doing my part, the real joy of the club came to me, a joy which grows as the years pass, backed by the wonderful friendships which mean so much to each one of us, and now, nothing could quite take the place of 'My Club' in my life.

"And so I want to say to each one of our newer members, if you don't feel just at home in your club—a little strange, and somewhat alone, don't be discouraged, but ask for some assignment, and see how quickly it brings happiness and friends.

"Because I'm sick and can't attend the party given tonight,
I'm asked to do the hardest thing—to sit me down and write.
The quandary is—what shall I say? And then it comes to me
To tell you when I joined this Club—it was my 'lucky day.'

"The friends I've made have *all* proved true, I wouldn't give up one,
And oh! the happy times we've had—just heaps and heaps of fun,
The olden days were happy ones, with work for all to do;
The funds were low and times were hard, but somehow we'd pull through.

"Now that we are able to live on Easy Street,
Let's not be snobs and put on airs, and forget the days we painted chairs.
To keep our club a-thriving, to carry on and on,
The officers and members all working as if one.

"For that's the joy of living, to strive as best we may,
To lend a helping hand to those we pass on life's highway.
So let's all pull together, to make our club the best,
For Work and Help and Friendship—a pattern for the rest."

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GURTY'S GARRULITIES

Our national appetites: Hot bow-wows treble consumption during past half decade, California being in the top notchers! No wonder we are the world's best boosters—we gotta get those barks off our chests! Ah, with candy, we slow up to the 20th, little Nevad-y heading the sweet States. Alas, to hie to Reno is bitter, so they munch and munch for a sweetie!

Paris installs real music in tonsorial parlors—risky! Should the music be thrilling, the operator rhythmical during maneuvers — adagio, staccato fortissimo—splice may go the spinach and the chin!

First woman of American Bar Association wearies of rights and longs for privileges—no wonder! Oodles of gab of woman's rights, but the privileges remain closely guarded by male persuasion.

No depression with the face-changes in Chicago —ten maps revamped per month; romantic urges and social aspirations—which social strata?

City personality: Prof. dignifies New York as big, bloated, smug; Chicago, breezy, loud, braggart; Boston, quiet, lean and neat. Failed to dignify our S. F. I will: Colorful, fascinating and youthful!

Exit Einstein: Front-paged, radio-ed, filmed, feasted. I gathered he came in scientific guise, yet I erred—he came to eat. 'Twixt luncheons, dinners, banquets—his relativity was stuffed and his space warped!

Appalling: Water shortage felt in Los Angeles —fish are guzzling the supply—which fish?

Oh Lord! Suffer me to catch,
A fish so large, that even I
When talking of it afterwards,
May have no need to lie!

—*Botanist.*

Dass'al.

THE IRISH "BOOK" NIGHT

We had writers, Irish poets,
We had bards and fairies too,
We'd a little bit of heaven,
With the wee green isle so true.

Of the drama, spoke our Mary,
And her name will surely tell
That her heart was in her subject,
And she told her story well.

Fiction, prose, so read Miss Dempsey,
In her quiet, gentle way,
As we held our breath in silence,
So no word would go astray.

Heim and Hansen, sure St. Patrick
Must have scratched his old gray head,
When they told of Irish legends,
And of poets long since dead.

Such a treat—when Mary Windsor,
In a quaint and winsome style,
Gave us of her Irish poems,
Tears were followed with a smile.

Then to close our reading session,
We were told of books to read,
By Miss Kelly, that's her hobby,
For she knows the ones we need.

Mrs. Carmer, she is our Chairman,
Whom we're pleased to call our own,
For the gift of her sweet sayings,
Must have kissed the Blarney stone.

A MEMBER.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 MARCH 28, 1931 No. 13

Weekly Program

March 31—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
Speaker: Miss Lydia Floan.
Subject: "Your Character in Your Handwriting."

April 2—Choral Section, 6:45 P. M.

April 2—Thursday Open House, 8:00 P. M.

Hostesses
The Class of 1920.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

The Program Committee is congratulating itself on having secured as speaker for the dinner meeting on March 31st one of our most popular members, on a topic of such general interest as graphology. This subject has been a hobby of Miss Floan's for ten years, and one to which she has devoted considerable study. We are sure that it will prove of great interest and entertainment to her fellow members, and that with Miss Floan to pave the way, we may discover among so large a membership, with widely varied interests, a number of speakers whom we can prevail on occasionally to give us accounts of unusual activities pursued outside of business hours. Miss Floan has given this talk before other organizations. Possibly other members of the club have been equally modest in concealing their talents, so let this be a warning to you that we are on your trail, and suggestions for similar programs will be welcomed.

MARY S. SEXTON.

THE SAN FRANCISCO SYMPHONY ORCHESTRA

Mr. A. W. Widenham, secretary of the San Francisco Music Association, was our guest speaker at dinner on Tuesday, March 17th. His topic was the development of our civic symphony orchestra.

He traced briefly the development of music and the orchestra as one of the finest musical forms. Organized music goes back to Egyptian times—the temple walls at Thebes have wall pictures of harps and harpists; the flute dates back to 1450 B. C.; the tom tom of the savage has become the modern tympanum with its six different notes.

The oldest recorded orchestra was in 1567. Its arrangement was for the purpose of obtaining volume. The 18th century Haydn wrote the first music for orchestra, attempting to obtain not merely tones but shadings. His music was of the chamber music variety. Weber introduced the operatic type of orchestral music with which we are more familiar.

The greatest orchestra of our generation is the New York Philharmonic Orchestra, at present under the direction of Arturo Toscanini. His orchestra includes one hundred and six members.

Our San Francisco Symphony Orchestra dates back to 1911, being older than the Los Angeles organization. It has eighty-three members at present. Symphony orchestras, because of their size, the skill required of its members, the training of its leaders, and the rarity of musical genius, are very expensive agents of modern culture. Our symphony, for example, cost $2,700,000 during the fifteen-year period of Alfred Hertz's conductorship. The seasons are never self-supporting despite the fact that seventy concerts were given during the last season.

Mr. Widenham told us that most of the country's great civic orchestras are financed through the generosity of "angels." Clarence Mackay, of New York; the Chas. P. Tafts, of Cleveland; W. A. Clark, Jr., of Los Angeles, and other persons of wealth have come to the financial rescue of their respective civic symphonies. So far, no such person has undertaken to so underwrite our symphony. Our symphony has had to depend on the sale of tickets and memberships to keep itself going. Originally two hundred ninety seven memberships of $100 apiece supported our orchestra. This plan today has been altered to a plan for graduated memberships of from $100 to $5,000. Two San Franciscans pay $5,000 apiece per year for the maintenance of the orchestra, and there are many other memberships of decreasing magnitude. However, the prevailing business depression has greatly decreased these subscriptions, and the financial security of the symphony presents a real problem.

Our members found the talk both interesting and

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Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

instructive. The facts presented by the speaker and his charming manner made the dinner a most successful event. POLLY HATCH.

EASTER IMPROMPT-I

Girls! You without a family circle—let's get together at the round table on Easter Sunday! Last year we gathered at Hotel Claremont and had a memorable day. This year, we'll go into session at Sausalito, at the "Holly Oaks." It is a quaint and charming place, serves a delicious meal, and affords a homey atmosphere. We'll take a late afternoon boat, say 3:45, have a short stroll—no hiking—and then—Ah! We feast! Price of dinner, $1.50, plus tip and boat fare. Bring along two pesos—you have enough left for carfare!

Reservations must be made in advance, so please telephone (Tubbs, DOuglas 2945) before April 1st, if you would be with that

EASTER IMPROMPT-I.

CLUB NOTES

By DR. PHILLIS BOURNE

Alberta Rinehart, of the American Women's Club in New York, dropped in to say "good day" on Tuesday last. She is on her way to Australia. Bon voyage!

Ida Reed and Jessie Eckles arrived home from the board meeting on Tuesday. They had a marvelous time at the Hotel del Coronado in San Diego and enjoyed to the fullest extent their suite of rooms which faced south and overlooked the "Silver Strand." Saturday they were at Eagle Rock, Sunday at Santa Monica, Monday at Bakersfield, and then home.

Charlotte McClelland is away. She is staying at the Norconian Hotel in Norca, Riverside County, and will not be back until Thursday. On Sunday, she expects to attend the Sweepstake races at Agua Caliente. We hope you put your "fiver" on the right horse, Charlotte.

At the last quarterly meeting of the State Board, it was decided to have an eight-page *California Woman* without advertising. It will be printed in the shop of Margaret Mary Morgan, and will appear on or about April 15th. Frances Emans, of Los Angeles, is the editor. We shall be glad to have the news of the State doings again, for we have missed it.

Our sympathy goes out to Carlie Tomlinson in the death of her mother.

From Glenn and Gada:

"Heigh-ho and ho-hum! So it's thirteen years since 'Babs' Palmer's appearance as a mid-Victorian in a pansy bonnet and tight basque led me to publicly beseech 'Doc' Clements to let me take back my refusal to become 'a club woman' and avail myself of her invitation to vouch for me. I wonder if 'Doc' ever regretted it; if she dares to, I'll start saying, 'I knew her when,' but if I did, M. M. is the one who would need to defend her dignity, for in those days 'Doc' surely was serious (ask her), while M. M. preferred to jauntily fracture her dignified appearance into small fragments and toss it in the ring with numerous other 'busted dignities' of the '17 and '18 bunch, gang, or what have you. Of course, them days were the days, and only Gail Laughlin and Annie Little Barry kept dignified and refereed in their habitual sanity.

"It means a lot to look back to the days of 'growing pains'—I almost pity those who waited until we 'grew up,' for there was something mighty sweet in those days of long skirts and short pocketbooks, long hair but not long faces, and when the only make-up used was before a stage appearance or after a healthy, energetic disagreement."

Beauty is not expensive. It is really surprising how little it costs to have a lovely figure. Anita K. Mayer, 362 Geary Street, has a variety of the newest, perfect-fitting foundations waiting to give loveliness to every line, and the prices are very nominal indeed.—Advt.

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THE CLASS OF 1919

Seven strong, greeted sixty odd other members of the club Thursday evening, March 19th. "Here they are": Augusta Alexander, Edith Black, Susanne Bolles, Josephine Bonsall, Lilian Elias, Lillian Hall, Johanna Heim, Lydia Johnson, Ida Lord, Matilda Schimpf, and Marie Spengeman.

And weren't we proud to have them all together at one time? And did they visit with each other?

Some of the members of the so-called classes of 1917, '18 and '19 believe the ledger is mixed in its dates. Maybe something *did* go wrong when the present ledger was written up, so after we have been the rounds as per the good book, we are going to have one night when the hostesses will be all those who *think* they joined in 1917.

Ellen Robbins furnished a treat in the form of candied grapefruit peel. It was delicious, and you will have a chance to try it yourself if you buy the recipe when it becomes available.

We have had many contributions and promises of special cakes, and many sales of recipes. We want to thank every one individually for the very generous co-operation that we are receiving in the whole-hearted response to the effort to promote the welfare of the entire club through increased friendliness.

The groups change every Thursday night, and if one becomes a consistent "Thursday nighter" she will eventually meet most of the members, new and old.

THE CLASS OF 1920

number twenty-nine, several of them out of town. We are going to call up the members in alphabetical order, until we have a group of ten pledged to be present on April 2, and the following week, April 9, we hope to see at least ten more. We believe that twenty from the twenty-nine is all we can hope for, but we also hope that you will fool us.

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TRAFFIC CLUB INSTALLATION

A group composed of Z. Clements, Therese Forman, Belle Banz, Eleanor Lambertson, Gertrude Tubbs, Ida Reed and Ethel Maxwell donned their best bibs and tuckers on Thursday evening, March 19th, for the annual banquet and installation of officers of the Women's Traffic Club at the Hotel Mark Hopkins. The dinner (which, by the way, was simply delicious) was served to a large group of members of the Traffic Club and their guests in one of the attractive private dining rooms of the hotel, the tables adorned with gorgeous spring blossoms, and the members (such a lot of pretty girls, in dainty evening gowns) adding greatly to the impression of a most delightful evening. Miss Reed, our state president, was, of course, an honored guest, and was called on by the chairman of the evening, Nan Lawrence, for a short speech. This she gave with her usual effective brevity, ending with a verse on co-operation between members and clubs, particularly applicable to the pleasant relations we maintain with the Traffic Club.

Miss Carolyn Weber installed the new president, Miss Helen Wild, whom many of us met at Asilomar last summer, in a delightful and sincere speech of appreciation of the work of Miss Wild in the club, and Miss Wild accepted the gavel and modestly introduced her officers and board for the coming year. Nan Lawrence, one of our own members, presided as chairman of the evening charmingly, finishing with an exceedingly clever jingle in which she told of the work done by the outgoing officers for the club during the past year.

During dinner we were entertained by an enjoyable musical program by a Russian pianist, and two singers, one of them a member of the Traffic Club. After dinner, members and guests moved across the hall to another room, where a game of bridge was the climax to a very pleasant evening.

ETHEL MAXWELL.

PALO ALTO EIGHTH BIRTHDAY

The trusty Buick of the second vice-president motored Margaret Girdner, first president of the Palo Alto Club, Mary Baker, Charlotte McClelland and Ethel Maxwell to the dinner party, an international evening, celebrating Palo Alto's eighth birthday, at Wilson's on Saturday, March 14th. Miss Z. Clements, past state president, also went from San Francisco to represent the state president, Miss Ida Reed, who was necessarily absent in the south for the state board meeting at Santa Monica. Miss Barnard, Palo Alto president called on the presidents of various clubs for a word of greeting, including San Jose, San Mateo, Burlingame, Salinas, San Francisco and others. Mary McMurtrie gave two or three readings in her inimitable way, which made the occasion quite perfect, as far as the San Francisco delegation was concerned, and the speaker of the evening, Judge Jackson Ralston, discussed activities of various governments in arming for war, maintaining big standing armies, building huge war vessels and sending them on world tours for the purpose of impressing smaller and less well equipped neighbors, and meanwhile indulging in such insincere and hypocritical talk anent international peace. Judge Ralston presented an unusual and thought-provoking aspect of this topic. ETHEL MAXWELL.

EVENTS

Are you feeling drowsy and lazy these beautiful days, and are you wondering what it's all about? Well, *girls,* it's "Spring Fever," and the only cure for that is a day in "Marvelous Marin." "Obey that impulse" and come with us to Inverness for a delicious *home-cooked* dinner and a stroll in the woods. Price, $3.00. Time, April 12. Be ready!

Chinatown looms more interesting every day. Such excitement! You can't afford to miss it! The Courtyard Tea Room, 450 Grant Avenue, is the meeting place at 6:00 p. m. Come and join the happy throng. Price, $2.00. Reservations through Mrs. Burlingame. HELEN DOBLE.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 APRIL 4, 1931 No. 14

Weekly Program

April 7—DINNER, 6:15 P. M.,
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

April 9—Choral Section, 6:45 P. M.

April 9—Thursday Open House, 8:00 P. M.

Hostesses
Second Division of the Class of 1920

April 12—EVENT, Inverness Trip, 9 A. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

CIVIC SECTION MEETING

The work of the Civic Section got off to a flying start in the first meeting of the year on March 23rd.

The debate on the new Charter proved to be an animated, enthusiastic and instructive discussion of a very vital subject.

Three able speakers kept up a quick action fire and well repaid the large audience for their attendance; not only the members turned out in good numbers, but many brought friends.

The chairman, Miss Steinegger, called the meeting to order and introduced Mr. Francis V. Keesling, a prominent attorney and one of the framers of the new Charter. Mr. Keesling was the first speaker and opened the meeting with a very enthusiastic defense of the new law.

He was followed by Captain Charles W. Dullea, who spoke against the Charter on behalf of the Police Department.

Mr. Lewis F. Byington, another prominent attorney and a member of the Board of Freeholders, also spoke, warmly urging the acceptance of the Charter.

It is useless to discuss the arguments here, as the question of acceptance or rejection has been settled; but one thing worth recording is the spirit of spontaneity and interest that was manifest at the meeting. If such interest and enthusiasm continue to be shown at all future meetings, the Civic Section will be one of the most interesting and successful in the club. This meeting plainly demonstrated the necessity of such a center of activity in the club, as it is the only one offering an opportunity for discussion of such matters as are vital to the city's welfare and which rightfully claim the interest and concern of all good citizens.

Those who have taken part in the former activities of the Civic Section are desirous to see the work go on; all that is needed is an interest in civic affairs and an interest in the activities of the club to make this a really worthwhile section.

A very interesting and instructive meeting has been planned for the meeting on April 27th. Further information will appear in THE BUSINESS WOMAN; watch for it and save the date.

SARAH A. MCLAUGHLIN, Section Secretary.

INVERNESS!

Well, girls, how's the Spring Fever? Have you felt the *urge* or heard "The Call of the Wild"? If so, just hold on; April 12th is near with our lovely trip to Inverness in the offing?

Make your reservations with Mrs. Burlingame. Price, $3.00.

HELEN DOBLE, Chairman.

CARELESS

Beyond the purple bay
The drowsy winds awaken to delay.
Spring, a world-spirit, dips
In pure turquoise her lips,
And blows the bubble of a cloudless day.

Poppy and rose declare
Our kinship in the league of earth and air,
The petals pushed apart
Are somehow in my heart,
And the far bird sings passionately there.

Now for awhile I blend
With all that sea and skies and land may lend,
Accepting at its worth
The dear mirage of earth—
Too wise to question here its aim or end.

George Sterling.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor.....Margaret V. Girdner
Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

OFFICERS

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First Vice-President.....Mary H. Baker
Second Vice-President.....Bertha J. Dale
Recording Secretary.....Jean E. Kerrison
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Program.....Mary Sexton
Reception.....Mary D. Crookston
Publicity.....Louise M. O'Hara

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Book.....Henri Napier Carmer
Choral.....Mae Barr Long
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

THE PASSIONATE SWORD

Temper my spirit, oh Lord,
Burn out its alloy,
And make it a pliant steel for thy wielding,
Not a clumsy toy,
A blunt, iron thing in my hands
That blunder and destroy.

Temper my spirit, oh Lord,
Keep it long in the fire;
Make it one with the flame. Let it share
That up-reaching desire.
Grasp it thyself, oh my God;
Swing it straighter and higher!

Jean Starr Untermeyer.

CLUB NOTES

By Dr. Phillis Bourne

Elsie A. Miller, who is connected with the American Petroleum Institute, has been transferred to Los Angeles. She misses her friends here, but has met many lovely people in her new place, among them being Jane Humphrey. Miss Miller says "Hello!" to everyone.

The first woman to climb Mt. Hoffman in winter, Mrs. Don Tresidder, has returned after two weeks' skiing in the high Sierras. The climb up the 10,900-foot peak on skiis, she said, is easier than walking up in summer. She slid down in fifteen minutes.

A word of thanks for the Business Woman has been received from Esther R. Paulsen, recent president of the Santa Barbara Club. Miss Myletta Morris has just been elected president. Best wishes, Miss Morris, for success in your new office.

Virginia Marshall sends kindest personal regards to all her friends. She is in Honolulu and says that if any of the club members are over "Island way" this summer to be sure and look her up at the Alexander Young Hotel. She will probably be there until fall.

A card from that "garden island city," Victoria, B. C., tells us that Jessy Scott is having the best time on her trip. She attended a B. & P. W. club dinner and met many of their members.

Although Jessie Scott is far away, she thinks of us. This week we received a new book, "Laugh and Grow Rich." We appreciate your many gifts to the library, Mrs. Scott.

Irene B. Foster has bidden us adieu for two months. She leaves Wednesday for Philadelphia. We hope you have an enjoyable trip; this is such an ideal time of the year for a journey East!

Have you been saving your pennies for the great auction which is to take place soon? We understand that some of us have an overabundance of beautiful and rare "gold and gold-filled teeth," which they are willing to let go to the highest bidder. Here is your chance for an exceptional souvenir and to help out the "good cause." Phone Mrs. Burlingame for entrance permits. Our sympathy to the donors!

Greetings from Mae B. Wilkins to the club members. She is enjoying the "lazy climate of Florida," but expects to leave shortly for the mountains.

Some of us have moved, so out with your pencils: Susan T. Smith is at 2315 Durant Avenue, Berkeley.

Mrs. Henri Napier Carmer can be located at 219 Summit Road, Mill Valley.

Ethel Knowlton can now be located at her home in San Anselmo, while Mrs. Marie Judge is at the William Taylor Hotel.

Miss M. S. Pettit is at 2425 Fillmore Street, Apartment 9, and Katherine D. Kingsley is at 1755 Van Ness Avenue.

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THE FIRST "SHOW"

If you were not one of the 125 members and guests present at the APPAREL SHOW on Thursday evening, March 26th, you may not know that it was pronounced a success by one and all. It was "different" and a real credit to the members who participated and to the club as a whole. With the practiced hand of Dorothy Rankin at the helm, it could not be classed as amateur, but it had an intimate touch which preserved it from being either commercial or professional.

The exhibitors were: Our newest member, Ida R. Grebinar, hats and ready-to-wear gowns, modeled by Hazel Dominick; Mary Parsons, made-to-order gowns, modeled by Dalphine O'Brien; Helen Beniff, fur coats and scarfs, modeled by Helen Doble; some gorgeous pajamas from Anna Hunt's stock, modeled by Betty Walton; sports blouse and skirt from Anita Mayer, modeled by Dalphine O'Brien. Then there were exhibits of shoes by Johanna Heim; bags of different types by May Sanford; gloves from Emma Schmedes' department in Hale's; lovely jewelry from Elfrieda Ribitzky's shop; and Mesdames Hunt, Mayer and Moore each had a grouping of the all-important foundations, without which the effect of the finest gown is lost.

Add to this a demonstration of what to do about the run in your hose or jersey gown, by Elizabeth Johnson Anson, and how to cut, baste and fit your gown yourself, by Sarah Ann Magill, and you have the list of our member attractions.

Then when we were just finished with these interesting exhibits, along came Babette of the *Examiner* to tell us what the well-dressed business woman is wearing, and also something about Chanel, the famous Paris fashion authority now in Hollywood.

After that there were tea and cake and visiting, and we were happy to welcome some members we have not seen in a long time.

We are confronted with the space problem, which is going to hamper the full development of our plans, but so long as everyone is patient with a bit of crowding and the "standing room only" sign out for late-comers, we shall not make a "no guests" ruling.

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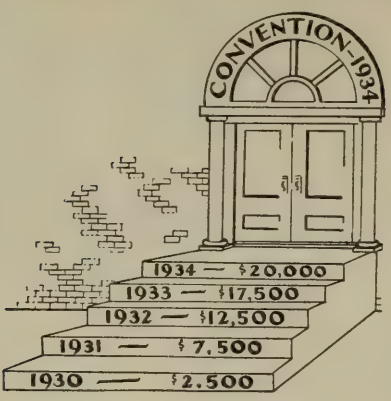

LEST YOU FORGET

Just to remind you of the ADA MARGARET BRAYTON ENDOWMENT FUND. Your contribution will be gratefully received. We want to make an even better showing in our report at the Convention in September than last year, and can do so only with the usual full co-operation of our club.

Isabelle E. Banz, Deputy Chairman.

THE FOG

The fog comes
on little cat feet.

It sits looking
over harbor and city
on silent haunches
and then moves on.

Carl Sandburg.

DRAMATIX !!

The Dramatic Section will attend "Once in a Lifetime" at the Curran Theatre (take not the literal construction) on Tuesday night, April 14th. This play has enjoyed a ten weeks' most successful run in Los Angeles (so 'tis said), and comes heralded also from New York as a continuous laugh-feast. A satire upon the life of the Talkie-World. Members of the club are invited to be with us. Price, 75c (admission plus tariff of section).

Gertrude D. Tubbs, Chairman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 APRIL 11, 1931 No. 15

Weekly Program

April 12—EVENT, Inverness Trip, 9 A. M.
Western Women's Club.

April 13—Book Section, 7:30 P. M.

April 14—Dramatic Section,
Curran Theatre, 8:15 P. M.

April 16—Choral Section, 6:45 P. M.

April 16—Thursday Open House, 8:00 P. M.

Hostesses
The Class of 1921.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

YOUR CHARACTER IN YOUR HANDWRITING

By CLARA BROWN.

The reputed saying of Miles Standish, "If you want a thing well done, do it yourself," was again proven true in a program furnished **from the club itself** at the club dinner, March 31st, when our popular member, Miss Lydia Floan, gave a most entertaining talk on the Art of Graphology. The program committee is indeed to be congratulated upon the discovery of Miss Floan's hobby and of her ability to present a topic most efficiently.

Miss Floan first gave a brief history of the science, which originated in 1879, in Poland, with Raphael Sherman, who became interested in bits of penmanship as a child of six.

She then gave us an idea of its present advancement and popularity. There are nineteen books on the subject of Graphology in the public library, but only one was on the shelves when Miss Floan sought a copy. The New York police have incorporated its use since 1922. Modern physicians study the handwriting of patients to detect early symptoms of disease. Experts in the science can determine nationality through national traits shown in handwriting: Germans write closely; Frenchmen, with a flourish; Spaniards, with ornamentation; Italians reveal a love of art; Russians show themselves talkative; Britons reflect clannishness, but, alas, Americans, so far, reflect only salesmanship. Not even the experts, however, may yet claim to determine sex from handwriting. But, beware! All other secrets are revealed. The caution runs double now: Be careful *what* you write, and mighty particular HOW.

Here are only a few of Miss Floan's pointers: If you write like a copy-book, you have a negative personality. If you round your letters like a child, you lack observation, but you are easy-going. If your letters are sharp or angular at both bottom and top, you are disagreeable. If you have a general slant to the right, you have feeling and the ability to overcome obstacles, but if your letters slant to the left, you lack feeling; if your writing is perpendicular, you are mannerly, are trusted, but not beloved. If you write back-handed, you are unhappy and to be pitied. If you write heavily, you are materialistic, but if light, you are idealistic. If you write small you are a natural student, but if you write large, you can learn from experience. A medium size reflects balance. If you can write a straight line, it also shows you to be well-balanced and normal. Yet an uneven line reflects versatility, but also a lack of control. If you leave a margin, you are artistic, but if you don't, you are thrifty. An end of margin or any terminal drop is bad. If your letters never drop below the line, you are not a walker; so don't undertake hikes, but if on the other hand your letters do drop below the line, you like tennis and golf, and are athletic.

Capital letters are very important. The capital letter I is sometimes called your photograph. A greatly enlarged *top* reflects self-esteem; an enlarged bottom, friendliness; a medium top indicates caution; a small top indicates carelessness of appearance. Miss Floan advises you to watch the way your boss writes his capital A's, for through them you may know whether he repeats orders or speaks only once, whether or not, he rechecks on what you do.

At the close of her talk, Miss Floan read some handwriting in a most delightful way. Miss Jeanne Fearrior wrote herself a beautiful character; Miss Clotilde Grunsky came off famously

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Except Saturdays

but for a fatal crossing of a t that revealed temper. Miss Connoley, club editor of the *Chronicle,* was given an interesting reading.

The members not present certainly missed a jolly time. We hope Miss Floan will discuss some other "ology" soon.

EVENTS

All aboard for Inverness! **Wear your comfortable shoes and come prepared for a glorious day in the country.**

Send your check for $3.00 and make your reservation with Mrs. Burlingame.

Time: 9:00 a. m.
Place: Western Women's Club.
Sunday, April 12th.

BOOK SECTION MEETING

On the evening of April 13th, Mrs. Aileen Strong will speak on "New Books of Interest."

Mrs. Strong is a member of the faculty of the American Institute of Banking. She is a student of literature and philosophy who analyzes for her audience the tendencies and social aspects of the modern world.

This evening should be of interest to all of our members.

JEAN DOUB, Secretary.

ANOTHER OF THOSE

Not the "Seven Keys to Baldpate," but all the keys to Chinatown that we could possibly use in one evening, were at the disposal of the group of sixty who enjoyed the event of Saturday evening, March 28th, under the efficient leadership of Helen Doble, our events chairman.

Excellent food at the Courtyard Tea Room prepared the inner woman for the trips to heights and depths in pursuit of information and pleasure.

Arriving at the Chinese Temple we gathered around a central shrine arranged beneath colorful tapestries and banners, pendant from the ceiling, and were told by Mr. Chingwah Lee of the religious teachings of the Chinese. He depicted with ease and sincerity the sacredness of the numerous idols shown behind protecting glass; the uses of a huge incense burner with tall candles gracing either side; the javelins, spears and numerous odd and interesting articles that mean so much in the religious life of these people.

From here we visited the building which houses the Nanfu School, where 287 Chinese children, aged from 6 to 16 years, are in attendance. Our attention was called especially to the many mottoes, done in Chinese, placed about the room—words of counsel and wisdom from their Great Teachers. Pictures exquisitely done with needle and brush were placed at intervals, and we rested in luxury in hand-carved teak-wood chairs.

In the Auditorium, Dr. David L. Lee gave an interesting insight into Chinese writing and the development of some 47,000 characters used in conveying thought on paper. Dr. Lee's musical numbers, on a Chinese banjo, were greatly enjoyed, and he generously responded to our enthusiasm with encores.

The Chinese Telephone Exchange proved a place of interest, one of the reasons being the fact that operators must know not only the telephone number, but also the name of the person called, the residence number and the name of the street upon which he lives, in order to complete the call.

From here, after visiting an Oriental Art Shop showing beautiful jade and hand-carved ivory among hundreds of exquisite articles, we were hastened to the Apex Cafe, where we found many dinner parties, much color and bright lights. Being somewhat behind on our time schedule, we did not linger for lunch, and were soon on our way to the Shanghai Cafe, a beautiful place with a good orchestra and ample space for dancing. Those who had never eaten Chinese food enjoyed the chow mein, rice and tea, and before we realized how the time was slipping by, we were hastened to the Chinese Theatre, for admission before the closing hour. Unlike our American theatres, the performance is continuous, from 7 until 12 p. m., and several evenings are required to complete the presentation of a play. One's imagination plays a large part in the thrills received, as many of the players' gestures mean more that the spoken word.

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PR ospect 0623

In all the long walks through and over the streets of Chinatown, we were carefully guarded and guided by Albert Li Parkes, a Boy Scout whose authority in directing traffic was not once questioned, nor was he ever disobeyed.

We are greatly indebted to the Chinatown Chamber of Commerce, to Mr. John Pettit, manager of the Yellow Cab Company, to Mr. Chingwah Lee, Dr. David L. Lee, Mr. J. Huggins, Mr. Albert Li Parkes and to all those who so courteously and painstakingly planned and made possible this splendidly educational tour. It was an evening that has given us a much better understanding of our Oriental friends and neighbors, and will inspire us with an ambition to be of mutual helpfulness and service to all mankind. ROSE D. MILLER.

THE JOY OF LIVING

Professor Dwight E. Watkins, of the University of California, says:

"The French have a phrase, *joie de vivre*, which means the joy of living. Americans ought to have some such phrase, too; but they haven't. Too many of them have got into ruts. They lead such humdrum lives that they have lost all natural spring and vivacity. How shall they get back this joy of living? Miss Ethel Cotton, of San Francisco, has shown them the way. In brief, she tells them that they must have varied mental activity, that they must not shut themselves up in their own narrow circles; that they must cultivate close human companionships with new people.

"That's sound advice; and Miss Cotton's work will go a long way toward spreading the helpful gospel and causing it to take root."

Before leaving with a group who plan to spend the summer Adventuring in Europe, Miss Cotton will give intensive courses of Cultural Conversation and Mental Appetizers and Mental Vitamines. Lectures will be given on Monday, April 13th, at 1:30 and 7:00 p. m. Members and friends of the club are invited, but it is necessary to secure guest cards either at the club office, or at the Ethel Cotton Studio of Expression, 26 O'Farrell Street, DOuglas 1224.—*Advt.*

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CLUB NOTES

By Dr. Phillis Bourne

Blanch Wilson sends us the nicest note saying that she is spending her vacation in the Southwest. Her trip includes an airplane ride over the Grand Canyon, auto trip to Painted Desert and Petrified Forests, and a trip of three days to Carlsbad Caverns and Juarez. She will come home over the Apache Trail to San Diego and Los Angeles.

We were glad to hear from Winifred Kerr who writes: "Have read The Business Woman each week and note the various activities. Wish I could hear the discussion of the new City Charter at the next Civic Section meeting. It all sounds so interesting.

"It is a month tomorrow since I arrived. Am a full-fledged cook and housekeeper, and it will soon be time to start the spring cleaning."

Don't get too homesick for us, and we hope you will be able to return soon.

Dr. Bourne and her husband are spending the Easter week end at Yosemite.

Mary Barclay met with an accident recently which resulted in a severe leg infection. She will be unable to walk for several weeks, so, Miss Barclay, think of the shoe leather you will be saving.

Another friend is ill again. Caroline Bachich has just recovered from a second attack of the flu.

Leora Butler is lucky being a school teacher. She is spending the Easter holidays in Stockton with her daughter, Helen Walsh.

Miss Edith Comstock, who is president of the Lodi Club, and her aunt, also Miss Edith Comstock, were visitors Tuesday evening. The latter Miss Comstock has been transferred to our city, and we hope that she will also transfer her club membership.

Jean McEwen is confined to her home on account of a severe heart condition. At present she is too ill for visitors or phone calls, but we hope that soon she will be able to see some of our "smiling faces."

DRAMATIX!!

Remember, we attend the show at the Curran Theatre on the next meeting night—Tuesday, April 14th. "Once in a Lifetime" let's have a big laff! The legitimate stage pokes fun at the cinema. Satirically, we'll see the struts, the capers, the life of Hollywood! And the gowns—ah! We'll revel! Come on now with us! Seats 50 cents, plus Section dues 25 cents! I got 'em!

Gertrude D. Tubbs, Chairman.

THURSDAY EVENING DOINGS

The night of April 3rd was a quiet one at the club rooms, as many of the members were observing the closing days of Lent, and others were kept at home by illness. However, forty odd spent the evening with their fellow members or dropped in later for a chat and a cup of tea. The hostesses wish to emphasize the invitation to those who are obliged to be elsewhere early in the evening to drop in on their way home.

Annie Little Barry, Leola Good, Cecilia Hickey Marshall and Josephine Weed did the honors for the class of 1920. Of the number on the membership register who were contacted by the class organizers there were Mary L. Barclay, confined to her home as the result of an accident, Jennie Hoyle, Jean Parker McEwen and Belle MacDonald indisposed in various degrees, and Carlie Tomlinson, who has very recently lost her dear mother. Out-of-town members include Anna Clapp, in Massachusetts; Ethel Hamilton, in Mountain View; Rena Monroe and Rosetta Reynolds, in Palo Alto, and Louise Smith (our florist), in Los Angeles.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | APRIL 18, 1931 | No. 16

Weekly Program

April 20—International Section, 7:30 P. M.

April 21—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
Speaker: Mrs. Amelia F. Johnson.
Subject: LAW IN THE MAKING.

April 23—Choral Section, 6:45 P. M.

April 23—Thursday Open House, 8:00 P. M.

Hostesses
The Class of 1922.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Mrs. Amelia F. Johnson, our speaker for April 21, is by profession an attorney-at-law, having served as Deputy City Prosecutor in the city of Los Angeles during the past seven years, her particular work there having been that of Chief of the Bureau of Domestic Relations.

Mrs. Johnson recently represented the California Federation of Business and Professional Women's Clubs, as well as the Soroptimist Clubs, in Sacramento, in connection with the various measures affecting women in business, and very capably handled the situation. Last summer she also represented the Los Angeles Soroptimist Club at their National Convention in Philadelphia, and on her way home did research work along the line of Domestic and Family Courts in thirteen large cities, including Boston, New York, Cleveland, Chicago, Denver, Salt Lake City and Los Angeles.

Her club affiliations are many. She is a member of the California State Bar Association, Los Angeles County Bar Association, Women Lawyers' Club, Past President of the Los Angeles Soroptimist Club, Chairman of the National Constitution Committee Club of American Federation of the Soroptimist Clubs, a member of the Women's City Club, Republican Study Club, and Deauville Beach Club.

We feel it a rare privilege to have Mrs. Johnson come to us, and we hope as many of the club members as possibly can will be there to greet her and to hear her message, as it will be of intense interest to all business and professional women.

"Rebuilding the bridge between science and human nature is one of the greatest needs of mankind."—G. K. CHESTERTON.

CHORAL SECTION ACTIVITIES

The Choral Section has joined, as a group, the California Federation of Music Clubs, which is affiliated with the National body, and will participate in the Biennial Convention of Music Clubs meeting in San Francisco this June.

They will sing in a mass chorus of picked singers, consisting of organized choral groups, under the direction of Dr. Hans Leschke.

Our choral, through consistent and loyal attendance and grinding work, has attained a fineness of tone, a technique and interpretation which are excellent, which have won commendable recognition and reflect much in a cultural sense of which the club may be proud. We feel this invitation will lead us to still greater musical breadth and recognition.

FLORENCE DRAKE LEROY.

IMPROMPT-I

Are you in walking trim? Better be, 'cause we have a new treat—a walk a bit hilly, but not arduous, and repaid by a magnificent circle view of the bay region. We go out Visitacion Valley way, get up into McLaren Park—bet ya don't know where 'tis! New territory, lovely wild flowers and frisky fresh air. And then: When the appetite clamors, we'll have the Big Eats! Meet at the *Examiner* Building, Third and Market, Sunday, April 19th, at 9:45. We get a No. 16 car, and after a half hour's ride, we'll be "hiking." Later we link-up with another car line, and at Fleishhacker we'll feed—an' how! You might take a Sunday Pass on the Market Street line—twenty cents for all day — use your wits. Come on, girls, get-up and get-out with that

IMPROMPT-I.

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By Dr. Phillis Bourne

Our editor, Margaret Girdner, is away for a week at Del Monte attending the Municipal Library Association Convention. On Saturday she will speak about "Co-operation between High School and Public Library," and on Wednesday she will talk to the California State Library Association. Mary Mooney, who is Supervisor of Textbook and Library Activities in the San Francisco Schools is also attending the convention and will speak on allied subjects.

We had two guests this past week. Miss Priscilla Reichert, a member of the B. & P. W. C. of Erie, Pennsylvania, was the guest of Mrs. Le Fevre on Thursday evening.

Mayme Grady of the Aberdeen (Washington) Club paid us a short visit.

Mrs. Mary Crookston has taken one of those large, luxurious old homes on Pacific Heights. The address is 2576 Washington Street, FI llmore 4166. This is an opportunity for you to join her as a "paying guest" and enjoy the old-time atmosphere and marvelous cuisine.

Polly Hatch has been made president of the California State School Library Association. Best wishes from the club.

Some new addresses:
Mrs. Winnie M. Crowl, 431 Eighteenth Avenue.
Mrs. T. D. Petch, 2479 Twenty-ninth Avenue.
Mrs. Persia Briggs, Hotel Wiltshire.
Miss Martha Regner, 144 Parnassus Avenue.
Jessie McKinney has a new telephone at her home—BA yview 6295.

Shore Birds is the title of an illustrated educational lecture to be given by Mrs. G. Earle Kelly of the Extension Division, University of California, in the Auditorium of the P. G. & E. Building, 245 Market Street, on Thursday evening, April 30th, at 8:00 o'clock. The lecture is free and open to the public. Here is your opportunity to become better acquainted with our feathered friends and their interesting habits.

The rhododendrons in Golden Gate Park are in bloom! San Franciscans know what is meant by this news flash, but if there are any newcomers who have never seen this glorious sight, take our advice and delay no longer.

THE FOLLOWING RESOLUTION WAS PRESENTED AT THE BUSINESS MEETING OF APRIL 7, 1931:

Whereas, the Business and Professional Women's Club of San Francisco, Incorporated, believe that the women of San Francisco should be represented in the office of the City Attorney by a competent woman Assistant Attorney; and

Whereas, no provision has heretofore been made in the present City Attorney's office for the appointment of a woman Assistant Attorney; and

Whereas, there are in San Francisco, women attorneys well qualified by reason of education, experience, and personality to efficiently fulfill the duties of such Assistant Attorney; therefore be it

Resolved, That the Business and Professional Women's Club of San Francisco, Incorporated, respectfully petitions the Honorable John J. O'Toole, City Attorney of the City and County of San Francisco, to appoint in his office, a competent woman as Assistant City Attorney,—if in his good judgment it would be right and just so to do; and to make application to the Mayor for such assistant and to include compensation for same in the coming budget; and further be it

Resolved, That should the Honorable John J. O'Toole grant this petition, this club will support him in his application and in his request for a sufficient appropriation; and further be it

Resolved, That a copy of this resolution be presented to the Honorable John J. O'Toole, assuring him of our deep appreciation of such consideration as he may give this petition.

* * *

At the regular meeting of April 21, 1931, the above resolution will come up before the meeting to be voted upon by the members in accordance with the By-Laws.

Jean E. Kerrison, Secretary.

THURSDAY NIGHT

The hostesses on Thursday night, April 9th, representing the class of 1920, were Charlotte McClelland, Arica Tracey, Marie Whaley, Blanche Wilson and Gertrude Wise. Rena Lawrence Monroe sent her greetings by mail as follows:

"Hello, ye of the 1920 vintage and all the new members. So sorry I can't be with you tonight, but it just can't be did.

"The old days were also happy days and how well I remember my initiation into getting acquainted, which came by the way of packing the dishes at the old Kearny Street rooms and moving to Market Street. Then being on the kitchen committee for a long time and trying to keep some of those girls supplied with coffee at our dinners. Remember those days! Happy ones—I should say YES.

"Good luck to everyone of you.

"Sincerely,

"RENA LAWRENCE with Bekins Fireproof Storage now

RENA LAWRENCE MONROE

Bookkeeper for the Palo Alto Mutual Building and Loan Association."

Sixty members and guests were present and "a good time was enjoyed by all."

Thursday, the 23rd, will bring us the girls of '22 as hostesses and then watch out for the announcement for the 30th. That is the special night of the month, remember, and it's going to be good.

ADVENTURING IN EUROPE

By request of a number of adults who are interested in stimulating their appreciative and imaginative senses,

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will accompany a group who plan to spend the summer of 1931 adventuring abroad. The itinerary includes England, Belgium, Holland, Germany, Switzerland, Italy and France.

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It is believed that the joy of personal fellowship is as necessary as an appreciative spirit to bring one a deep and lasting pleasure from any trip. Membership in the party is open to those who appreciate the cultural advantages to be gained from sharing such an adventure with eager and friendly minds.

Since such a group is necessarily limited, an early registration is advised.

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Member B. & P. W. C.

NORTHERN DISTRICT MEETING

BUSINESS AND PROFESSIONAL WOMEN'S CLUB

Napa, California

Mrs. Ethel L. Maxwell, April 1, 1931.
San Francisco, Calif.

MY DEAR MRS. MAXWELL:

The Northern District Meeting is to be held in Napa, Sunday, April 26th, at the Chamber of Commerce.

Luncheon at 12:30, $1.00 per plate; business meeting immediately after the luncheon.

Please make your reservations early with Carrie Helsley, 1325 Main Street, Napa.

We hope you and your members will be with us on that day.

Sincerely,
MINNIE B. COMPTON,
President, B. P. W. C.

Any members of our club who plan to attend the Northern District Meeting in Napa will kindly make reservations with Mrs. Burlingame, executive secretary.

WIND

Wind, wind—heather gipsy
Whistling in my tree!
All the heart of me is tipsy
On the sound of thee.
Sweet with scent of clover,
Salt with breath of sea,
Wind, wind—wayman lover,
Whistling in my tree!

—JOHN GALSWORTHY.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 APRIL 25, 1931 No. 17

Weekly Program

April 27—Civic Section, 7:30 P. M.

April 28—Dramatic Section, 7:30 P. M.

April 30—Choral Section, 6:45 P. M.

April 30—Thursday Open House, 8:00 P. M.

PLAY-NITE

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

SPRING EVENTS

Our Spring Event, headed by our able leader, Helen Doble, and her efficient assistant, Gertrude Tubbs, called fifty-three business and professional women and their friends to a jaunt to Marvelous Marin.

We gathered at the Western Women's Building at 9:00 a. m., Sunday, April 12th, were loaded into two Grayline buses, and were soon on our way to Inverness. Our old friend, "Dead Eye Dick" was back again, and he received a merry welcome from all his old-time friends and eventers.

Our way took us first to Sausalito, then around the ocean highway passing Stinson's Beach and on to Inverness, arriving a little ahead of our scheduled lunch time. A party, headed by our never-tiring Gertrude, took a hike up the Second Valley, then back to the Lodge, where we found a few who were too hungry to hike, lounging in the living room and porch. At two the dining room was thrown open, and the hungry eventers were not slow in reaching their places. It should have been called a dinner instead of luncheon, and some of us found ourselves in the predicament of the little boy at the party who would submit to being carried from the table only if he were not "bent."

After luncheon, a hike was suggested, and one group headed by Helen Doble and another by Gertrude Tubbs, took different trails and explored a little more of the country around Inverness. The woods were carpeted with forget-me-nots, and there was a great deal of wild lilac in bloom which made some pretty spots of color on the hillsides, together with the lupines and poppies.

On our way back we were passing a lovely garden, when Lois Peckham's curiosity got the better of her; she decided to investigate, thinking from all appearances it was a nursery. She had not proceeded far when a man loomed up, and in a roaring voice told her that "This is a private garden." When she very diplomatically told him that she thought it was a nursery, he said that was the excuse everyone made. She then suggested that he put up a sign, "Private," or get himself a dog. This was victory, for he accused her of being Irish, and growing friendly, gave her the information she was seeking and showed her over the garden.

We left Inverness about 5 o'clock, arriving at the Club at 7:30, all voting this one of the very best Events.

Rah! Rah! Rah! for Helen and Gertrude.

S. A. M.

CIVIC SECTION MEETING

The Civic Section meeting will be held on Monday evening, April 27th.

Miss Margaret Dailey will present the program. Her subject will be, "The Bank of International Settlement." This is an interesting and pertinent topic in this day of reparation agitation and discussion. Miss Dailey will give an informal talk, and the meeting will be open for discussion. So the members may come and listen or come and talk, whichever one pleases, only come and let us have a good meeting. We want to keep up the enthusiasm that we started with in March. Come to the meeting at 7:30 and bring your friends.

SARAH A. MCLAUGHLIN, Section Secretary.

The human mind should be like a good hotel—open the year 'round.

—William Lyon Phelps

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Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

The excellence of the last issue may be explained by the fact that it was edited by the Associate Editor, Mary Baker, in the absence of the Editor.

Pussy-Willows

MORE soft than press of baby lips
They fleck the russet willow-slips
Before the bluebirds hither wing—
These first, faint footfalls of the Spring.

—ARTHUR GUITERMAN

Minds are like parachutes; they only function when they are open.

—Lord Thomas R. Dewar

CLUB NOTES

By DR. PHILLIS BOURNE

On Tuesday, April 14th, Mrs. May Riley spoke before the San Francisco County Nurses' Association in the Western Women's Club Building. Her talk was about Annuities. This form of insurance has been developed for nurses by the Harmon Foundation, which is sponsored by the American Nurses' Association. Mrs. Riley's talk was enjoyed thoroughly by the nurses and much interest was created, as was evidenced by the many leading questions asked.

Mrs. Stella Kirby is spending two weeks in Los Angeles with her daughter.

Miss Silva Schelgren is back from a seven months' vacation in Honolulu. We are glad to know that you have returned, and hope that you will soon be down to the club rooms.

Last week-end, Caroline Bachich spent the week-end in Lake County. She gathered a huge bunch of dogwood which she shared on her return to the city with Gertrude Mowder, who spent the same week-end in San Francisco. Gertrude has now returned to her sister in Alameda, but we are so happy to hear that she is getting on so nicely.

Some go East, and some go West, and some go to Saratoga in the Spring. Lydia Floan, Margaret Brandt, Belle Banz and her mother spent last week-end among the orchard blooms.

Mrs. Foster, I was so pleased to receive your note from 2529 North Eighth Street, Philadelphia, Pa. I hope others of our members will write me the news items when they are away.

We are glad to know that Miss Susie Peers has recovered from a severe and painful leg infection, and is able to be back at work.

Mae Barr Long is in her new home at 311 Moncada Way, Ingleside, RA ndolph 4672. She sends "an invitation to all members to 'look me over.' Take the K car on Market Street, get off at Paloma Gate (the first gate after car turns into Ocean Avenue). One short block to the right, through the gate, brings you to Moncada Way. Mine is the third house on Moncada Way across the street and to the right. The latch string is always out."

The club library wishes to acknowledge the receipt of several books and to say "Thank you so very much" to Almara Duffy and Miss McReynolds.

Mrs. Anita Mayer is flying to San Diego next Friday afternoon to attend the Convention of the Catholic Women.

Sara Ann Magill has just returned from a trip to Feather River Canyon, and reports that "they are tearing it up in good shape by building railroads and highways through it, but it will be beautiful when it is finished."

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Mrs. LeRoy and Mrs. Mayer

chief assistants to the hostess chairman, were in charge of the Open House on Thursday, April 16th.

The class of 1921 was represented by ten members, and of these there were several who do not usually attend these meetings but who say that they will be back again very soon.

The list comprised Agnes V. Bowyer, Grayce Redmond Cavnar, Dr. Susan Hamilton, Mrs. E. D. Knight, Mae Barr Long, Lelle McReynolds, Lois Peckham, Allene Schuerbrock, Ethel Stewart and Harriet Tyler.

Messages were received and read from Ethel Hamilton, Mae Cummings and Ida Reed, and others of the group phoned their regrets. Don't miss the chance to greet your "class-mates" when your turn comes.

Thursday, April 30, is PLAY-NITE

when we do not tolerate anything so serious as bridge. A group of secretaries will be hostesses, and we shall go back to school days and have an

Old Fashioned Spelling Match

with some new-fashion trimmings. Wear your rompers if you feel in the humor—no other costume out of the ordinary permitted. We regret to have to say that we shall have to put out a "No Guests" sign. Our rooms are too small. Get your friends' applications in before that date, and that will qualify her for admission. Don't embarrass the committee by breaking this rule, which is for the "greatest good to the greatest number."

The first time around, the words will be easy, and we want every one in the lines for that first word. Drop out after that if you want to. If you are a bookkeeper or sell insurance, we know you don't *have* to spell. You can sit on the side lines and make faces. No bean shooters or spit balls allowed. This is going to be a *nice* party.

"M I eth- eth I eth- eth I P P I."

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April Lesson

SAFETY CONFERENCE MESSAGE CALIFORNIA STATE CHAMBER OF COMMERCE

THEY DON'T FLY THE JOLLY ROGER

B U T

Reckless drivers of today share in common with the pirates of the Spanish Main, a ruthless disregard for human life.

2,384 Californians were killed and 41,237 injured on California streets and highways during 1930!

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Cutting corners.
Excessive speed.
Cutting in.

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Section No. 121

RECKLESS DRIVING. "Any person who drives any vehicle upon a highway in so negligent a manner as to indicate either a wilful or a wanton disregard of the safety of persons or property shall be guilty of reckless driving and upon conviction shall be punished by imprisonment in the county jail for a period of not less than 5 days nor more than 90 days or by fine of not less than 25 dollars nor more than 250 dollars, or by both such fine and imprisonment."

IMPROMPT-I

Rhododendrons are calling us! 'Member our delight last year, and the loiter at Shakespeare's Garden? We gotta do it again. Meet at the Haight Street entrance to our Golden Gate Park, at Stanyan, Saturday afternoon, April 25th, at 3:00. We will go to the Glade, then over by the Conservatory; and on and on to the Mighty Ocean. And—fried chicken at Topsy's Roost—yum—yum! Dress warm enough, for the wind gets nippy—you know! Gather with that

IMPROMPT-I.

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THAT DRAMATIC NIGHT

Was a jolly affair. Twenty-six of the club members had a luscious dinner to start a merry tempo, joining fifteen others at the Curran Theatre, making a gathering of forty-one—we had the whole front row of that gallery. A laughing time was had by all. Next month we attend Pauline Fredericks' production of "Elizabeth, the Queen," a play which promises much excellent entertainment.

Next meeting of the members of this Section will be held on Tuesday, April 28th, at 7:30, at which time we will peruse more one-act plays, ever in search of snappy material for our Dramatic Show next fall.

GERTRUDE D. TUBBS, Chairman.

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SPECIAL COLLECTIONS

The Business Woman

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Vol. 8 | May 2, 1931 | No. 18

Weekly Program

May 2—EVENT, 6:30 P. M.
Veneto Restaurant,
Bay and Mason Streets.

May 4—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

May 7—Choral Section, 6:45 P. M.

May 7—Thursday Open House, 8:00 P. M.

Hostesses
Class of 1923

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

EVENT EXTRAORDINAIRE

An unexpected gift enabling the Events chairman to bring a special treat to the membership, makes this short notice necessary. Through the courtesy of the Associated Oil Company and the National Broadcasting Company, fifty complimentary tickets for the Spotlight Revue on Saturday evening, May 2nd, in the Community Playhouse, Western Women's Building, will be available for the members. Make your reservations with Mrs. Burlingame on Friday, May 1st, and Saturday morning, May 2nd, until noon.

A bit of atmosphere with an Italian dinner at the Veneto Restaurant, Bay and Mason Streets, 6:30 p. m., price 75c, will precede the performance.

HELEN DOBLE, Chairman.

THE MOUNTAIN PLAY

Announcement is made this week, of the date of the annual Tamalpais Mountain Play, for Sunday, May 24th.

Each year, the Mountain Play is the occasion for a special outing on the part of the members of the Business and Professional Women. Hiking clothes and picnic baskets, even for those who motor to the play, are an essential equipment, for this drama is staged on the side of a mountain "half way between the earth and the sky," without the attendant setting of urban improvements.

This year the play is to be an original drama by Frederic Stuart Smith, member of the Mountain Play Association, player in many of their former productions, and an author who already has several successful plays to his credit.

Last year seven thousand persons saw "The Sunken Bell," a translation from the German of Gerhardt Hauptmann.

BOOK SECTION MEETING

We'll draw aside the curtain,
And let you take a peek,
Into our reading circle,
Our session of last week.

We note that our good chairman,
Is always there on time,
The meeting's called to order,
At the seven-thirty chime.

Tho' her chairmanship was ended,
She had served throughout the year,
We gave it back unanimous,
Her acceptance gave us cheer.

Who said thirteen's unlucky?
So dated was this day,
Now don't you think we're lucky,
To have Mrs. Carmer stay?

Our speaker of the evening,
Was Mrs. Aileen Strong,
With theme, "New Books of Interest,"
She carried us along.

And how she knew her subject,
Ne'er paused for breath nor word,
We wish you all were present,
To hear the things we heard.

But come to our next meeting,
We have a treat in store,
About our California,
A subject we adore.

A MEMBER.

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MT. ZION APPEAL

San Francisco is rallying to the call of the forthcoming Mt. Zion Hospital $1,000,000 appeal, which will be held officially from May 4th to 15th. Mt. Zion is the oldest—and until recently—the only Jewish hospital on the Pacific Coast, and the funds are necessary to continue and augment the charity work of the famous institution, to establish a much-needed "white collar" department to care for persons of moderate means, and to carry on the research laboratories at the hospital.

CLUB NOTES

By Dr. Phillis Bourne

Ida Reed and Mrs. Amelia Johnson, our able Federation representative at Sacramento, visited San Quentin this week. The trip included a complete survey of the prison, with special reference to the women's quarters, which are the newer part of the Institution. Each prisoner has her own room, nicely furnished, and everything seems to be done to make them comfortable and to teach good citizenship.

Many of our members attended the Northern District meeting in Napa, on Sunday, April 26th. Caroline Bachich and Estelle Walker motored up with Gertrude Wise. Ida Reed, Ada Brace, Ethel Maxwell, Jeannette Doub, Charlotte McClelland, Eleanor Lambertson, Terese Forman, Emma Schmedes, Z. Clements, and Gertrude Tubbs also went, some by train and some by auto.

Mrs. Irma Linden Tilden and her daughter, Dale Tilden, of Puppet Show fame, both members of the Lodi club, were in Tuesday evening just before dinner, and enjoyed a brief visit with their many friends.

Olga Dahl's guest at dinner Tuesday evening was Mrs. H. J. Valentine, of the Burbank Club.

The club is indeed sorry to learn that Celia O'Brien's mother has had a slight stroke. At present it will be best not to phone or call, as she must have absolute quiet. Best wishes for a speedy recovery.

THURSDAY NIGHTS

The Class of 1922 turned out, almost to a woman. We number Mrs. Mary Curry Tresidder in that year, and we didn't quite expect her to come in from Yosemite; Sara Heine was ill, and Stella Kirby out of town. The others who greeted each other and the rather small group present (there being many counter attractions, including Mae Barr Long's reception to the Choral), were: Elizabeth Ennis, Lydia Floan, Anne Hasty, Marie Judge, Charlotte MacQuaig, Eleanor Robson and Eleanor Walters.

The Class of 1923 is a large one, and the first ten have already "accepted," so we shall have two sittings for that class. Come out and greet them, May 7th.

EVENTS

Big Doings, Girls! San Jose Rose Festival calls us next. Miss Peckham is making arrangements for special passes to get through traffic, and everything looks rosy. Grayline busses will carry us, meeting at 609 Sutter Street, on Saturday, May 16th, at 12:15 p. m. Dinner at the Oak Tree Inn, on the way home. Make your reservations with Mrs. Burlingame. Price, $2.65.

Helen Doble, Chairman.

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BOOK SECTION
May 11th

Do you think that you know all about California? Our chairman doubts it, and so has planned an evening on "California in Fiction" for the May meeting.

Two of our own members have done all the work to make the evening a success, with the result that:

Susan Smith, librarian at the Berkeley Public Library, will discuss several novels having a California setting, and in which the characterization has a decided California flavor, such as "Cousin Jane," by Wilson; "Certain People of Importance," and "Saturday's Child," by Kathleen Norris, "McTeague" and others, by Frank Norris; "White Stone," by Mitchell, and the Stuart Edward White trilogy, "Gold," "Gray Dawn," and "Rose Dawn."

Margaret Girdner will review "John March, Pioneer," by Dr. George Lyman. Miss E. Kelly will keep us informed on the latest fiction.

I think this program sounds most inviting, and we hope you do.

Two new books have been purchased for the Section, "The Last Days of Shylock," by Ludwig Lewisohn, and "The Forge," by T. S. Stribling. These books and all others in the library are for use, but the club and the section would appreciate it if the members would leave their names at the secretary's desk before taking out a book.

Mrs. Carmer will dine at the Gaylord Inn Coffee Shop before the meeting, and hopes that as many as possible will join her.

JEAN DOUB, Secretary.

?

WHO IS "A MEMBER"

?

IMPROMPT-I

O, let's ramble and ramble—down on the Marina, real early. Meet at the end of the Fillmore Street line, at 9:15, Sunday, May 3rd. Have a cup of coffee together at "joint" down there, following up with a draft of ocean breeze, a squint at the yachts, and a tramp in the Presidio, no objective in particular. Just a morning with the

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SAN LEANDRO INSTALLATION

The San Leandro Business and Professional Women's Club has invited the members of our club to be present at their annual banquet to celebrate their fifth birthday and to install the officers for the new club year. An especially interesting program has been arranged.

The banquet will be held at the Alta Mira Club, 563 East 13th Street, San Leandro, on Saturday evening, May 2nd, at 7:00 o'clock.

Reservations may be made with Ethel Llewelling, 1625 East 14th Street, telephone TRinidad 3418, or through Mrs. Burlingame. Dinner, $1.25 per plate.

SO THEY TELL ME

An antidote is a funny story that you have heard before.

A blizzard is the inside of a fowl.

A buttruss is a woman who makes butter.

A grass widow is the wife of a vegetarian.

A monologue is a conversation between two people, such as husband and wife.

A spinster is a bachelor's wife.

Homer was not written by Homer but by another man of that name.

Contralto is a low sort of music that only ladies sing.

The inhabitants of Moscow are called Mosquitoes.

China is called China because the first china was made there.

The Credit News.

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MRS. EDWARD DEXTER KNIGHT
Assistant Vice President

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 MAY 9, 1931 No. 19

Weekly Program

May 11—Book Section, 7:30 P. M.

May 12—Dramatic Section,
Curran Theatre, 8:15 P. M.

May 14—Choral Section, 6:45 P. M.

May 14—Thursday Open House, 8:00 P. M.

Hostesses
More of the Class of 1923

May 16—Event, San Jose Rose Festival,
12:15 P. M.
Western Women's Building.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

THE LEGISLATIVE CHAIRMAN

On Tuesday evening, April 21st, the club was honored at its regular dinner meeting by having as guest and speaker Mrs. Amelia F. Johnson, legislative chairman for the State Federation. Mrs. Johnson has been in Sacramento attending the sessions of the legislature since it convened, and has succeeded in having defeated in committee the five bills which were considered most prejudicial to business women. The various clubs composing the State Federation are justified in their feeling of satisfaction and pride in having a woman of the special training, legal ability, keen mind, charm and poise of Mrs. Johnson to represent them.

Her talk was divided into three parts. First, she said it occurred to her that many of us had had no opportunity to attend sessions of the legislature, and so gave us a short outline of how bills are first introduced into the two houses, how they are passed and the procedure attending their passage into laws. Secondly, she told us something about the laws that affect you and me so vitally, and third, some of her impressions and conclusions. Her first impression on entering both Assembly and Senate chambers was one of seeming confusion and casual inattention on the part of the members, some reading newspapers and others apparently writing letters. Later, she had an opportunity to learn that most of the legislators were keenly alert and decidedly on the job, as most of the preliminary work on the 35,000 bills introduced this year is done in committee.

Mrs. Johnson spoke particularly of the support and co-operation she has received from the individual members and from the member clubs of the Federation. She said that we had stood together wonderfully this year, and that it had been a source of gratification to her to receive such support when she needed it, but that it will be necessary for everyone to prepare and be ready for two years from now, not only to have someone represent the women of the State at the legislature, but to be prepared within our own ranks, to understand the various laws, and what the legislators are trying to do, to become familiar with those bills that affect women the most, and above all, to be constantly on guard.

With such a diversified representation as we showed to Mrs. Johnson by our roll call on the evening she spoke to us, we should have lookouts in every industry notifying us of conditions which arise in various activities, such as the provisions of the civil service examination for the post office department open for women, but with a disqualifying probation period during which women would be required to handle heavy sacks of mail beyond their physical capacity, which state of things had been drawn to her attention by a postmaster in one of the smaller towns. Mrs. Johnson concluded a most enlightening and encouraging talk by assuring us that while our numbers may not be large, our influence is great.

ETHEL MAXWELL.

SAN JOSE ROSE FESTIVAL

The Rose Festival Event grows more interesting every day. Arrangements have been made for a chicken dinner at the Presbyterian Colored Peoples Church of San Jose.

From all reports, this chicken dinner is an event of the season. Better get in line, girls!

Reservations with Mrs. Burlingame.
Time—12:15 p. m.
Date—May 16th.
Place—Western Women's Building.
Price—$2.65.

HELEN DOBLE, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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DRAMATIX!!

On Tuesday next, May 12th, we will enjoy a performance by Pauline Fredericks, at the Curran Theatre. It is her latest production, "Elizabeth, the Queen," and promises to afford us a most delightful evening. Members of the club are invited to be with us. Price, 50 cents, plus Section dues of 25 cents. Get in touch with

GERTRUDE D. TUBBS, Chairman.

CIVIC SECTION

The talk on the Bank for International Settlements, which Miss Margaret Dailey gave at the Civic Section, proved to be a success, and well repaid the many members who attended. Miss Dailey is intensely interested in the matter, and her enthusiasm and spirited, informal manner of delivery made her talk especially pleasing and instructive. It is one of the charming features of the Civic Section that the talks are always like cozy, sociable discussions on well selected subjects. Miss Dailey gave a very illuminating account of an institution of which little is generally known, yet it is taking a highly important part in international affairs, and will probably continue to do so indefinitely.

The establishing of the International Bank became a necessity in order to carry out the provisions of the Young Plan. The Bank is located at Basle, Switzerland; shares in this world bank are held by central banks in the following countries: Belgium, England, France, Germany, Italy, with some accounts in the United States and Japan. The Bank is truly of an international character, its two executives are Americans, and it is owned by twenty-two nationalities, employs persons of ten nationalities, uses twenty-four different currencies and four official languages: English, French, German and Italian.

The establishing of this institution has made it possible to withdraw much of the old reparation machinery and military forces from Germany, to Germany's great satisfaction and benefit.

In its construction the Bank is much like our Federal Reserve Bank, and while the primary object was to promote the reparation payments, it is widening its activities and rendering great financial and commercial service to many countries. The arranging for the sale or exchange of commodities, the sale of bonds, the negotiating of loans and the stabilizing of currency are among some of its good offices.

Aside from the financial benefit to be derived from all its many activities, Miss Dailey stressed the vast moral value in such an institution. It is divorced from politics, being entirely in the hands of bankers and business men. It will tend to consolidate the interests of the nations, showing that the welfare of one is the welfare of the many. It offers a central channel—a clearing house through which the financial difficulties of the nations may pass for readjustment. It shall ultimately put all countries on a gold standard, thereby stabilizing world currency. Back of all this is the great moral force for world peace which will come from a better understanding among the nations, and a recognition of the cemented interests of the whole world. It is reassuring to know that there is such a powerful center from which is emanating a force to allay national hate and suspicion and create an international confidence and respect.

Only those who were present can appreciate how well worth while Miss Dailey's talk was, and the many interesting details she brought out.

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Miss Steinegger is arranging a very snappy program for the May meeting. Two worthy antagonists will come together in verbal combat on a topic exclusively American. Watch for the later announcement in the BUSINESS WOMAN, and don't miss the meeting.

SARAH A. MCLAUGHLIN, Section Secretary.

CLUB NOTES

By DR. PHILLIS BOURNE

Mrs. Flora G. Holford has become the Northern representative for the American Art Leather and Jewelry Company, whose headquarters are in Los Angeles.

Miss Lydia Floan's talk on the "Art of Graphology" at our club on March 31st made such a hit that she has been asked to speak before several of the leading clubs around the bay. On Monday she spoke before the Philomath Club, and on Wednesday at the Y. W. C. A. in Oakland.

Saturday, May 2nd, the San Leandro Club held its installation dinner. Several of our members attended, among them being Ida Reed, Ethel Maxwell, Berenice Magness, Jean Kerrison, Grace Staub, and Margaret Armstrong. We know that they had a wonderful time, as that club always has such charming affairs.

We are glad to be able to report that Mrs. O'Brien is steadily improving. As yet the "no visitor or phone call" sign is still on the door. Dal and Celia's mother is so important a member of the Thursday evening Open House group that things will not seem the same until her return.

Girls, have you not noticed how lovely "our plant" is looking? It is, thanks to Bertha Pierce, member of the House Committee, who has taken it (the plant) under her special attention. Every week it is bathed most carefully, which is quite a job. (I speak from experience, having performed the act of ablution for the plant only once.)

Our valued member, Annie Little Barry, is now president of the California Federation of Women's Clubs. She was elected at the recent convention in Fresno. Congratulations, Mrs. Barry.

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Share, or participation tickets at 50c each, are now obtainable from Dr. Susan Hamilton, Room 710, St. Paul Building, 291 Geary Street, where drawing will be held June 15th.

The proceeds are for the Endowment Fund of the San Francisco Osteopathic Clinic.

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NORTHERN DISTRICT MEETING

A quite worth while journey was made in the rain on Sunday, April 26th, by fourteen members of this club, and one from the San Francisco Traffic Club, to attend the Northern District meeting at Napa. Fifteen of the seventeen clubs in the District were represented, the members traveling from as far north as Chico and as far south as King City, making a total of 107 attending. Isn't that club spirit? The meeting, presided over by Marie Green, president, was lively, the reports were interesting and beneficial, and the writer feels sure that each and every one attending felt the spirit of goodfellowship and has promised herself to attend the next meeting (which, by the way, will be in Burlingame, on Sunday, August 2nd).

After the business meeting, a delicious, home-cooked turkey dinner was served at 12:30, during which we were entertained by piano and violin duets by members of the Napa Club, and a bevy of pretty girls in costume from the Yuba-Sutter Club (I believe, if I am wrong, I apologize, as I did not take notes, not knowing I would write this article), singing '49'er songs, inviting us to Marysville during a '49'er celebration. Also there was community singing in which everyone joined with zest.

Z. Clements, past state president, gave a short talk, and Ida M. Reed, president, gave a picture of the coming convention at Coronado in September. Amelia F. Johnson, state legislative chairman, gave a most interesting resume of her efforts at the legislature in Sacramento during the past few months. She also spoke on conditions for women at the state prison at San Quentin—which she recently visited with Ida Reed. The members were so interested in what she had to tell that they hardly breathed, although the rain tried awfully hard to come right through the roof at this time.

Much praise is due the Napa Club, and particularly to their president, Minnie B. Compton, for the excellent luncheon and the good time enjoyed by everyone. Three cheers for Napa.

CAROLINE BACHICH.

THE SCHOOL TEACHER

had her troubles Thursday night. Gertrude Tubbs, in that capacity, dressed the part to the last detail, tried to keep her class of little girls quiet without much success. Although she had the assistance of such efficient secretaries, in rompers and hair bows, of Belle Banz, Persia Briggs, Minna Brown, Jessie Briggs and Mable Johnson, she could not carry out her program because of the hilarity; but as we hear the reports of the good times the various members had, we think it didn't much matter if things did not go just according to schedule.

Sara Rosenberg took the prize as the best speller, with Johanna Heim a close second. The teacher provided a prize for each of them, and Belle Banz furnished lollipops for the crowd.

"Onward, speed onward, O time, in your flight,
Make me a child again, just for tonight."

The next time we have a party, YOU come and "unlax" with the rest of us.

Bridge and conversation will be in order for the first three Thursday nights in May, and then on the last Thursday, the 28th, we are going to have a great big party in the Pacific Gas and Electric's fine auditorium, with all the members who are employed by the Public Utilities Companies as hostesses.

Save the date, and watch this column for details.

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Assistant Vice President

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | MAY 16, 1931 | No. 20

Weekly Program

May 16—Event, San Jose Rose Festival, 12:15 P. M.
Western Women's Building.

May 18—International Section, 7:30 P. M.

May 19—DINNER, 6:15 P. M.,
Western Women's Club,
609 Sutter Street.
Speaker: Mrs. Paula Swarm Michael.
Subject: Topic: "Experiences in Equatorial Africa."

May 21—Choral Section, 6:45 P. M.

May 21—Thursday Open House, 8:00 P. M.
Hostesses
The Class of 1924

Coming Events

SECTIONS

Book—Second Monday, 7:30.

International—Third Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

MY EXPERIENCES IN EQUATORIAL AFRICA

This will be the vividly interesting subject of Mrs. Paula Swarm Michael, who has so graciously consented to relate some of the experiences encountered by her during the fifteen months spent in Equatorial Africa, from the west coast as depicted in "White Cargo" to the east coast of "Trader Horn" fame where the big game still exists to remind us of the prehistoric age. And though she carried golf clubs and riding habit for 15,000 miles, there were neither horses nor golf courses. That particular territory is infested with the tsetse fly, which causes sleeping sickness, fatal to horses, and the golf clubs came in handy to kill reptiles. There were no schools nor stores, telephones or railroads. Water was carried from river or waterhole. The latest papers were six to eight weeks old. It was necessary to learn to speak native to be understood, but as Mrs. Michael so aptly puts it, "somehow life managed to be very interesting," as one might easily imagine. Mrs. Michael was a former San Francisco woman and teacher at the Girls' High School. As such she is indeed well qualified to give an authentic and most unusual account of life on one of the last frontiers of Africa. We have had many men who have traveled out-of-the-way places tell of their varied experiences to this club; it will now be doubly valuable to all members to hear a gifted woman visualize for us the wonders of that fascinating country, "Africa." Your friends will be welcome to share this treat.

Think always ceaselessly. This is the only duty—the only happiness—never to cease from ploughing through an idea.

RAHAL VARNHAGEN.

REPORT OF ADA MARGARET BRAYTON ENDOWMENT FUND COMMITTEE NORTHERN DISTRICT MEETING

Napa, California

April 26, 1931

Miss Delaney, Deputy Chairman of the Ada Margaret Brayton Endowment Fund for the Napa Club, is responsible for the subject of this report.

She wrote your chairman, under date of March 23rd, stating that the members of the Napa Club would like to know what the definite purpose of this Fund is.

The Napa Club is not the only club asking for this information, as it is the general idea of many of the clubs that there is no definite purpose for this Fund, and this seems to be the alibi for the lack of spontaneous contribution.

PURPOSE:

WHAT IS THE MEANING?

WEBSTER DEFINES IT AS, "OBJECT, EFFECT OR RESULT AIMED AT."

When you and I started out on our business career and opened our first savings account, did we decide on just how we were going to spend it after we had accumulated it to a certain amount? And if we did make such a decision at the beginning, how many of us spent it in just the way we first intended? Maybe sickness came along, or mother needed some financial assistance, or brother fell into trouble, or we decided we needed a vacation; a thousand and one things probably arose that changed our plans for the spending before our fund reached a definite amount.

(*To be continued*)

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SAN JOSE ROSE FESTIVAL EVENT

Last call for San Jose Rose Festival. Wish I could tell you about the *surprise*. But no, I have given my word. You can't afford to miss it, girls, so step lively.

Reservations with Mrs. Burlingame, and the details are:

PRICE—$2.65.

TIME—12:15 p. m.

PLACE—Western Women's Building.

DATE—May 16th.

HELEN DOBLE, Chairman.

"WHO WANTS MY MONEY?"

is the title of a very interesting article in the *Atlantic Monthly* for May, 1931. It is written by a business woman, Frances Taylor, an executive in a large advertising agency, who makes a plea for the business woman who hasn't time to shop but does like to buy.

"In business women's circles, the difficulties of buying takes the place of the eternal gabble about prohibition among business men." "Retailers are thinking more and more about stock control and efficient store management but less and less about their customer's convenience," according to Miss Taylor, who attempts to prove her point by recounting some personal experiences.

This is an article which will interest every woman who has a position involving salesmanship or store management.

A PARTY!

The Women's Traffic Club of San Francisco will hold its semi-annual dance on board the steamer *Harvard* at Pier Seven on the evening of May 25th. Tables for cards will be in the adjacent lounge, and guests will have the freedom of the boat.

Members of the San Francisco B. P. W. C. are invited, and tickets may be secured from Mrs. Burlingame at $1.00 each. The Traffic Club parties are celebrated, and all who attend may be assured of a festive time.

WE CONGRATULATE OURSELVES
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Andersen, Lillie E. (Miss)
Paymaster, Dept. of Education.
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Res., 2542 27th Avenue. Tel. MO ntrose 5642.

Bristol, Edith (Mrs.)
Club Editor, Social Service, *Call-Bulletin.*
74 New Montgomery Street. Tel. DO uglas 7070.
Res., Hotel Whitcomb, HE mlock 3200.

Grebinar, Ida Rose (Mrs.)
Owner Greb-bie Shop.
515 Post Street. Tel. FR anklin 3055.
Res., 515 Post Street. Tel. PR ospect 3734.

Lamberson, Maud (Miss)
Asst. Mgr. and Secy. Maurice Hotel.
761 Post Street. Tel. OR dway 3420.

Pedersen, Myrtle (Miss)
Teacher, Roosevelt, Jr. High.
Res., 1715 Anza Street. Tel. SK yline 1797.

Pendergras, Genevieve (Mrs.)
Teacher.
Res., 952 Sutter Street. Tel. PR ospect 9106.

Perry, Gertrude J. (Miss)
Principal, Central School, Sausalito.
Res., 66 Bulkley Avenue. Tel. Sausalito 425.

Petersen, Rosa (Miss)
Cashier, Northwestern Mutual Life Ins. Co.,
564 Market Street.
Res., 839 Post Street. Tel. FR anklin 3581.

Stadell, E. Roberta (Mrs.)
Office Manager, The Nelson Meat Co.,
1175 Market Street. Tel. UN derwood 0446.
Res., 550 14th Street. HE mlock 8765.

Wilker, H. (Mrs.)
Bookkeeper and Office Manager, B. S. Grieff,
1050 Market Street. Tel. MA rket 1414.
Res., Hotel Herald. Tel. FR anklin 2204.

MARGARET DAILEY,
Chairman, Membership Committee.

CLUB NOTES

By Dr. Phillis Bourne

A card from Dorothy Rankin, who was sent to Seattle, "right off the bat" by her new firm, sends "greetings to all."

Mae Wilkin's new address is Box 62, White Sulphur Springs, West Virginia. She will be in this delightful mountain country until fall.

Mrs. Bertha Stalder has connected with the American Income and Audit System Co. She is their first woman representative, and we know that Mrs. Stalder will make a great success of her work.

Mrs. O'Brien is able to sit up a little while each day, and yesterday took a few steps. Even so, the "No Visitors" sign is still on the door.

Marion Morris will leave next week-end for a two or three weeks' trip to Pittsburg, Pa., to visit her family.

Margaret Dailey has motored to Los Angeles in "Susie" to enjoy the sunshine and warm weather and to visit her brother.

Gertrude Tubbs' recent birthday was the incentive for an enjoyable dinner party of about twenty club members at the Casa Alta.

We are always glad to see our new members coming to the club rooms. Miss Petersen and Mrs. Wilkie have become "regulars" on Thursday evening. We hope more will follow their example.

Mrs. Lulu R. Hall, of the Kingman, Arizona, club, and her daughter were guests on Wednesday afternoon.

Our member, Mrs. Anita K. Mayer, past grand regent of Court Golden Gate, Catholic Daughters of America, was elected delegate to the supreme international biennial convention of the order in Atlantic City, N. J., July 6-10, inclusive, at the recent conclave of the society in San Diego. The San Francisco *Chronicle* adds, "Mrs. Mayer has been a leader in Catholic women's affairs in the bay district for the last five years."

Congratulations! What a tale we club members could tell if we brought up her activities in regard to the choral and the Thursday evenings.

Birthday parties seem to be the fashion in May. A group of the club members surprised Ada Brace on May 2nd with a picnic celebration at Sky Londa. It is the regret of the editor that pictures are not run in the Business Woman.

Inez J. Emmert was not able to attend the Thursday evening Open House with her class, but sent her greetings to all her friends with the promise that "one of these days I will surprise you all by dropping in on you unexpectedly."

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DERE FREND:

I went to a party last Thursday. It was for the middle generashun—you know the nine year olds who joined our club in 1923. That sounds like a unlucky number, but it aint realy, just a awfully jolly crowd. Florence Attridge, Belle Banz, Persia Briggs, Edith Floyd, Ada Brace, Alice Jones, Edith Ellis, Nan Lawrence, Viola Hawk, Mary Baker and I had to receive. Gosh we stood in line and shook hands with all the guests, about 40 I think, and then our hostess let us play bridge if we wanted to, or just sit around and talk.

There was a lot of talk and twitter all around the room and everybudy was having such a good time. Then Jean Goodwin, you know she used to be the hostess, and it seemed good to see her again —got up and made a speech and then Blanche Newton came out of the kitchen with a big birthday cake with pink candles on it. Gee it was pretty. She said that our littlest member, you know Florence, should blow out the candles. She was too scared or too little, and could only blow out half of them and Ada had to finish it. I betcha I could a blowed all of them out the first time. I was glad I didn't eat any desert for dinner, because they let us cut our own pieces of cake, and you should have seen the sizes. Anyway it went around once, but there wasn't any seconds. I guess you would like to know who brought the cake. Well you might know it was our always thoughtful Ada Brace.

O yes, I nearly forgot to say that Nan Lawrence had three friends with her, Esther Whited, Lila Kennedy and Edith Johnson of the Traffic Club Lizzie Washburn had a friend all the way from Boston, Mrs. W. H. Carter. Inez DuGuid Emmert couldn't come to the party, so she wrote a nice letter.

Well I guess I will have to close, and as you didn't come to this party, you ought to come and see the rest of our family who are going to have a party next week. You know we're a pretty big family but we have awfully good times, and like lots of company.

Yours with love and xxxx,

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SPECIAL COLLECTIO

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 MAY 23, 1931 No. 21

Weekly Program

May 25—Civic Section, 7:30 P. M.

May 26—Dramatic Section, 7:30 P. M.

May 28—Choral Section, 6:45 P. M.

May 28—Thursday Open House, 8:00 P. M.
P. G. & E. Auditorium,
245 Market Street.

PUBLIC UTILITIES NIGHT.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

CIVIC SECTION

Are you a Democrat? If so, do you know what your party stands for and the issues for which it will contend in the campaign of 1932? If you do not know, you may learn all about it at the next Civic Section meeting on May 25th.

Mr. Henry E. Monroe, president of the Democratic Club of California, and past president of the Bar Association, will give us an exposition of the principles of the party and a statement of the issues in the campaign of 1932 as seen from the Democratic point of view.

Come now, you Democrats, and know what is involved in your statement when you say: "I am a Democrat." Come now, you Republicans, invade the camp of the enemy, bombard him with your questions and vanquish him if you can.

At the next meeting, in June, a Republican speaker will outline the principles of his party and the Republican stand on the issues of the coming campaign. Then the Democrats will have an opportunity to enter the arena and engage the speaker in verbal combat.

The full interest and benefit of these meetings will depend upon attending both; one cannot afford to miss either, as both sides of the subject are to be presented. This is the big question of the day, its interest and importance intensified by the current business depression; already the press is engaged in skirmishes in the coming battle. All members who are politically minded shall find interest and zest in these two meetings.

Watch the date and come early. Miss Steinegger will call the meeting to order at seven-thirty. Don't miss this.

SARAH A. MCLAUGHLIN, Section Secretary.

MORE 1923

The last half of the list of members of the Class of 1923 were hostesses and honored guests on Thursday evening, May 14th, with some who could not be present on May 7th. They missed the birthday cake, but had so many good cakes that it made up for the lack of decoration. Lillie Brewington knows where to find good angel food, and she evidently thinks well of her classmates, for she provided a large-size cake for them which they shared with the rest of us. Hazel Ramon brought one of those wonderful coffee cakes she specializes in, and Susie Hicks, of the evening's Service Squad, provided a delicious chocolate cake.

The members of 1923 present included Lillie Brewington, Laura P. Owen, Mabel Pinger, Hazel Ramon, Mary Sexton, Ethel Marshall and Margaret Wagner. Mary Baker, Persia Briggs, Viola Hawke and Alice Jones "repeated," so we had eleven members present, four of whom were receiving last week.

Several guests were present whom we hope will soon be definitely identified with the club.

PUBLIC UTILITIES NIGHT

May 28, 8:00 o'clock
P. G. & E. Auditorium,
245 Market Street

Seventeen of our members are identified with the Public Utilities Companies, and they will be the hostesses of the evening. Their companies will each contribute a number to a most interesting program, which will include selections by a band of twenty-five pieces. Come early and bring a friend whom you want to see join the club. We want you to come and see for yourself what it is possible for our members to do, and get ideas for your own "show" when your turn comes.

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

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CLUB NOTES

By Dr. Phillis Bourne

American Barracks, Tientsin, China, sends us the following message from M. Virginia Himes: "Hope to be back in dear old San Francisco next year enjoying the privileges of our club 'n' everything. Please thank Miss Schimpf for the lovely Easter greeting; it helps a lot in this foreign country to be remembered by friends in the home land. Love to all."

"The Class of Nineteen Hundred and Thirty-One, University of San Francisco, requests the honor of your presence at the Seventy-Second Annual Commencement, Sunday afternoon, May Seventeenth, at two o'clock, in the University Stadium." Miss Ednah Mayfield Butler's card was enclosed in the invitation. Congratulations, Attorney Butler, on the completion of your advanced law work.

Mrs. O'Brien is very much better. We may now phone in the morning or between 7-8 in the evening, but as yet the "No Visitors" sign is still out.

Gertrude Mowder is so far along the road to recovery that she went to San Jose for Sunday and promises to be at the next business meeting. Splendid!

Miss Avis Lobdell, Director of Women's Welfare of the Portland Union Pacific Railway System, and a member of the Portland Club, came in to see us last week.

We are glad to see that Nell Boardman's mother is well enough to join us on Thursday evenings once more.

The Choral Section was accorded a signal recognition by being asked to participate on the final and most important program of Music Week on Sunday evening, May 10th. This Mothers' Day program was under the auspices of the American Legion and the Civic Association, and included, besides the Choral, the winners of the Music Week contests in piano and violin, and the Stanford University Orchestra. The Choral was assisted in the last two numbers by two violinists, Mildred Seypohldt and Esther Martha Mohler, who played obligatos.

Mrs. LeRoy and the members of the Section are to be congratulated for this deserved honor, and the entire club joins in praise of the hard work on the part of the entire ensemble, which has made such recognition inevitable.

Jene S. Bishop writes from Chicago, in expressing her regret at missing the Thursday evening party for the Class of 1923, that she has "just returned from a two weeks' sojourn in the hospital, and for this reason have not written some promised notes to many who were nice while I was ill in California, but just now feeling fine and will write soon. I arrived in a snow storm, but spring is here now, and in all its glory. In our garden, we have 2,300 red tulips, all in full bloom, and the weather is most delightful." Good luck, Jene. We all miss you.

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SPOTLIGHT

There are few of us indeed who have not enjoyed sitting beside our radio and tuning in one of the many specialty programs which are on the air nightly. A correspondingly few of us, however, have any idea of how these programs are staged, and what goes on behind the "Mike."

Twenty-seven of us "Eventers" were introduced to the mysteries of radio broadcasting on Saturday, May 2nd, when, through the efforts of our Helen Doble, we were enabled to be present at the Associated Oil Company's "Spotlight Revue," a pioneer feature of the air handled by the National Broadcasting Company.

Prior to the main event of the evening, we met for dinner at one of San Francisco's justly famous Italian restaurants, the Veneto Cafe, where we dined wisely and well in a colorful room that had been reserved and prepared just for us.

Following dinner, we adjourned to the Community Theatre in the Western Women's Club, where the stage was set for broadcast by remote control. There was very little about the entertainment to indicate that it was being broadcast, except for the black "mikes" into which the master of ceremonies, Mr. Carol Coleman, spoke at intervals, and the one into which the artists spoke or sang.

All of those who participated in the broadcast seemed to be a part of our own group, and made us feel that we were a part of the party and a part of the program.

About forty performers, including the orchestra, under the direction of Mr. Walter Beeban, had places on the very entertaining program.

We have the Associated Oil Company and the National Broadcasting Company to thank for their courtesy, and the next time we tune in on the "SPOTLIGHT REVUE" we shall remember with pleasure the colorful evening we spent "getting associated" with the producers.

ROSE D. MILLER.

DRAMATIX!!

The Dramatic Section simply bulged with importance upon the gathering at the Curran Theatre on Tuesday, May 12th. Fifty-three members attended that theatre party, our Ida Reed being amongst the many. Pauline Fredericks was superb as the feminist of her day, *Elizabeth, the Queen.* It was a big night for the section, and the dues taxed to all tickets is swelling that reserve fund, which helps to take care of expenses when the section itself has a dramatic night.

On Tuesday next, May 26th, one-act plays will be read. If any member can recommend a short mystery play of one act, please do so.

GERTRUDE D. TUBBS, Chairman.

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(continued from last week)

When an individual starts a business, the first aim is to increase his surplus. Does he decide in advance on just what that surplus is to be used for? How can he, until his business develops?

When a bank opens its doors, it is usually customary to build up a surplus equal to its capital stock before any dividends are declared. A corporation always starts with a certain amount of capital, and continually builds up a surplus, which is used from time to time for the best interest of the corporation.

How many of you realize that our corporation of Business and Professional Women's Clubs is operating without either capital or surplus, or even sufficient income to pay the legitimate expenses of the Federation?

How many of you here today know that every officer the Federation has placed on its staff has had to pay more than half of the expenses incurred out of her own pocket—not to mention the great amount of time devoted to the work?

How long do you suppose you could draw upon your relatives and friends for such financial assistance without causing ill-will, discord and a feeling that you were an impostor?

We have a wonderful Federation—a Federation that could do credit to the world, were we not handicapped for finances, capital and surplus sufficient to send representatives to every county in the State for organization and development work and to pay the expenses of our officers who have done and are doing such wonderful work for the cause of the *business woman.* An example of this splendid work is that accomplished by Mrs. Amelia Johnson, our legislative representative.

As we grow and develop, and take our rightful place in the business world, other such emergencies will arise. Let us be financially prepared to meet these emergencies by saving and contributing the small amount of 2 cents a week, which is but an atom as compared with what Miss Reed and every other officer before her have spent for your and my good.

And so I would say that *we have a definite purpose*—the grandest purpose in all the world. The Ada Margaret Brayton Endowment Fund of $20,000.00 is to be used for the best interest of the California Federation of Business and Professional Women's Clubs, Inc.

Your committee, therefore, appeals to you to save your "atom" of 2 cents a week, as your contribution to this Fund in order to place the Federation on a firm and business-like financial basis, which is sufficient incentive to make us all strive for this goal. Two cents a week, from every member, will complete the Fund in five years—the time limit set by your committee.

(To be continued)

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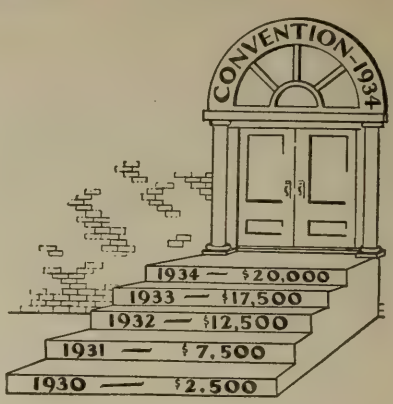

IMPROMPT-I

Ay! Ay! We are ascending the topmost point of our San Francisco on Sunday next, May 23rd, Mt. Davidson. The cross will be missing, but no one can destroy the view—'cept that Mr. Fog. Even with such an usurper, we will have a fascinating picture. And, thereafter we'll descend from this vast mountain and off we'll trek to a new place—Milligan's at Second Avenue and Geary—and then we'll EAT. Comrades, it is an easy walk, so do not hesitate, but come right along. Meet at the Masonic Temple, at Market and Van Ness, at 10:00 SHARP—no waiting for the tardy ones. Every one enjoys that

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Vol. 8 | MAY 30, 1931 | No. 22

SPECIAL COLLECTIONS

Weekly Program

June 2—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

June 4—Choral Section, 6:45 P. M.

June 4—Thursday Open House, 8:00 P. M.

Hostesses
Class of 1925

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

READY? GO! ! !

All aboard for the unusual, the breaking away of routine, substituting something original for the everyday, awakening, dormant thinking cells, scheming, plotting, developing new ideas, doing that which we always thought we could do but never did, either on account of lack of nerve or opportunity, secrets, whisperings and finally open confessions. These are going to have full sway in our club during the period of June 1 to September 30, and a BIG CELEBRATION as the final event for all this. And this is our plan:

By an unanimous decision of the Board of Directors it was decided that we would give every member an opportunity to earn $5.00 for the club in an original way (unhampered by any competitive activities in the club itself). During a previous regime this plan was enacted, and the members derived so much enjoyment out of it that we have received many inquiries as to why we did not repeat, so here we are.

In the first place, we want an apropos name for the activity or fund, whichever it might be called, and we are giving you an opportunity of earning your $5.00 by sending in a name for it. The former one was called the "Unique Fund," consequently, we are eliminating this from the contest and will expect something just as original and good. Get out the string of your brain marked "clever," give it a tug and send in your suggestion to the Ways and Means Committee, club address. The name should comprise only one or two words. We want your suggestions by June 15, so don't delay, but send in your ideas and (perhaps) earn your $5.00 in this way.

These are the Rules and Regulations for participants in the ?

1. Sign up on the roll signifying your willingness to earn $5.00 for the ? within the period of June 1, 1931, to and including September 30, 1931;
2. This money must be earned in some other way than through your regular profession or work;
3. It must be understood that in any proposition, work or undertaking which is started for the intention of the ? the actual proceeds derived from same must be turned into the fund;
4. Groups or sections may combine, if it is deemed advisable, to carry out plans which an individual would find too much of an undertaking, but the actual proceeds must equal $5.00 for each individual in the group or section;
5. The first prize of $10.00 will be offered to the member earning her $5.00 in the most original way;
6. The second prize will be offered to the member bringing in the largest amount of money from her particular enterprise;
7. The third prize, which will equal in amount that of the first two prizes, will be given to the group bringing in the largest amount of money from its particular enterprise.

The above plans were announced at our last dinner meeting, and three-fourths of the members present signed up. We are hoping you will do the same as soon as you receive this issue—call up Mrs. Burlingame and tell her to put your name on the dotted line, or the next time you are in the club rooms, remember to sign up.

'Tis rumored that a circus is to be given, and it may be that you can contact the Advance Agent and obtain a contract for a concession, thereby realizing your dream of being a tight-rope walker, a bareback rider, a clown or even an orang-outang. Also, we know of several good bootblack

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stands for rent, as well as sunny corners where you could sell your wares.

Seriously, though, we would like to have everybody get into the spirit of this activity, as we know that all those who are going to participate will have a wonderful time, and we don't want to see any member on the side lines feeling left out. We know that very member of the club has a hobby or "kink"; produce it and who knows but what we might help you to develop a latent talent or ability.

In the meantime, let us have your name, which will signify that you have caught the spirit of our idea, and also it means 25% for our Remembering Fund, which, after all, is helping to fulfill the club's hobby or kink.

More later.

WAYS AND MEANS COMMITTEE.

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AN APOLOGY

from little Callie Bachich and another one from the hostess chairman; Callie is sorry because she said in her letter that Edith Floyd was at the 1923 birthday party when it really was *Dora* Floyd who was there—Edith didn't join our club until 1927. The chairman apologizes to Ethel Woodruff Sullivan because she left her name off the list of the last half of 1923.

1924 was represented on Thursday, May 21st, by Minna Brown, as organizer; Ruth Lester Bell, Rose Miller, Violet Neuenberg, Lucile Patillo, May Riley and Grace Staub. Celia O'Brien couldn't leave her mother, but sent her greetings and the good news that "mother is improving steadily." We heard from nearly every one, some of whom were not well and others on vacation. Jean Doub was moving, but she took time to order a great big birthday cake for her class. Every one present had a piece, and we thank you, Jean.

Several guests helped to make the evening's gathering a pleasant one.

Now that many of us receive the BUSINESS WOMAN on Thursday, this is to remind you who do to come to the big party at the P. G. & E. Auditorium, 245 Market Street, TONIGHT, May 28th.

Thursday, June 4th, will be the reunion date for 1925. Only fifteen in that class, so be sure to come if you belong to that year. Every one lives in the city except Sara Judd Greenman, who is in Los Angeles. Jessy Scott may be out of town, so if we can get that lucky number *thirteen* representatives present, we can consider it 100% attendance, a goal we have not yet reached.

HIP, HIP, A NEW ROSTER!

And hurrah, as Ida Reed says. The Board of Directors having passed a motion in favor of the publication of a new roster as soon as the copy can be assembled for the printer, the members present at the business meeting on May 5th enthusiastically voted that we have a new membership list now rather than to wait until later in the year.

We regret that we cannot announce that the previous chairman, Ida Reed, will have this fine club service under her supervision once more, but with the planning of a State Convention and the executive work of the Federation still her responsibility for a few more months, it is too much to ask of our State President. However, we are assured by Miss Reed that the Roster Committee will have the benefit of her helpful advice and experience.

The personnel of the committee will be announced in the BUSINESS WOMAN shortly, with a blank form to be filled out by the individual member with the necessary information. If every member will clip this form, fill it out and mail at once to the club rooms, the work of the committee will be lessened, telephoning to dilatory ones obviated, and your new roster will be in your hands long before September 1st, at which time the cost, 25 cents, will be added to our semi-annual dues. Watch for the form. ETHEL L. MAXWELL.

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CLUB NOTES

By Dr. Phillis Bourne

It is always nice to have birthdays, especially when one's friends come to see us. Marie Judge was thus honored by friends driving up from Los Angeles to her natal day celebration last Sunday.

The club extends deepest sympathy to Mrs. McReynolds at the death of her sister, who passed away Sunday, after a long illness.

Mrs. D. R. Withers will be out of town on her vacation until June 1st. She expects to go to the "Ranch, Stockton and Merced," and as it will be getting "hotter and hotter, she thinks that will be far enough South."

Another of our dear mothers is ill. We are sorry to say that Ednah Clarke's mother is very ill following a severe stroke.

Mrs. M. C. Alfonso had as her guest, Miss Anna Feadersen, of the Telephone Company. We hope soon we can say that Miss Feadersen is a club member.

Lillian Elias has been at home ill with a severe sinus infection. We hope you have completely recovered, Miss Elias, from such a painful condition.

How many of you girls have read "Hints on Making Home Life Happy," by Jane Friendly, in the San Francisco *Chronicle?* It is the best column to give you brand new ideas about everything from summer gardens to picnics, with no more wet towels to carry home. Well, it is written by none other than our own Dorothy Rankin.

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JUN -4 1931

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JUNE 6, 1931 No. 23

Weekly Program

June 8—Book Section, 7:30 P. M.

June 9—Dramatic Section, 7:30 P. M.

June 11—Choral Section, 6:45 P. M.

June 11—Thursday Open House, 8:00 P. M.

Hostesses
Class of 1926

June 14—EVENT, Stag's Leap Manor,
9:00 A. M.
Western Women's Building.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

THE DARK CONTINENT

By Mabel Pinger

From the palatial steamers and luxurious hotels of America and Europe to the primitive mud huts of Central African bush country, back through Egypt with its glimpses of an effete civilization of 2000 B. C., was the amazing circle traveled Tuesday evening by Mrs. Paula Swarm Michael, as she told of her year spent in the Central African bush.

Mrs. Michael gave a charmingly informal talk in narrative style, presenting a graphic picture to those fortunate enough to hear her. Leaving Europe on a comfortable ocean liner, they traveled down the west coast of Africa to the mouth of the Congo River, so wide that the steamer still seemed to be in mid-ocean, with islands thickly covered with palms and other tropical vegetation. Coffee-colored water, bright green of shore vegetation and red of the soil—the color scheme of Africa—and the air liquid-fire.

Disembarking from the steamer at Matadi, the travelers continued their journey on a curious little train, manned by natives. In the stifling heat as the train chugged up and up through the bush, the only drinking water to be had was that carried along by the passengers. After Leopoldville, with a fairly comfortable modern hotel, another journey up the river in a small steamer, which tied up at night, a black native swimming ashore through crocodile-infested waters with the cable. Passing native villages, a cluster of mud huts with the family sitting stolidly out in front, staring dumbly at the strange visitors; trading posts, where tobacco, cloth, boxes, trinkets or empty bottles were exchanged for hippo hides, or dried fish. By an antique Ford, they traveled through forests, where the impenetrable jungle formed a wall on each side of the road. Damp jungle smells and occasional glimpses of strangely exotic flowers, reached their bewildered senses as they continued on this strange journey.

Permanent home for a year, a red mud hut with grass roof, which leaked during the torrential rains eight months in the year, when one must hold fast the doors and windows against the storm's fury. On all sides the tall grass, the brown heads of the oxen showing weirdly moving through the waving grass. Ants everywhere, the *piece de resistance* of the native menu, and always the danger from tsetse flies and malarial mosquitoes. One sleeps under a net, wears mosquito boots most of the time and takes daily doses of quinine.

Never for a moment is one allowed to forget the deadly consequences of exposure to the sun's rays, for the life-giving sun of our northern latitudes becomes a threatening menace in the tropics. The beauty of equatorial Africa masks many hidden perils, which tax one's alertness at every turn. Africa the mysterious, the beautiful, with its sinister menace to human life, but on moonlit nights, the sound of drums and weird melodies come enchantingly across the bush from native villages.

Then out through Mombasa to Egypt and Cairo, where recent excavations are bringing to light art treasures of dead civilizations, and only a few hundred miles distant are savages in red mud huts.

BOOK SECTION

June 8

John Hamlin, the California writer, will speak to us on "Writing As a Business."

Mr. Hamlin knows, for he has written successfully, and his "Desert Dancer" is just off the press. In his own words, he has promised to "give the talk a humorous slant and based on my own experiences which, I believe, are sufficiently varied to lend diversion to the topic." Come.

J. E. Doub, Secretary, Book Section.

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Sunshine.....Matilda Schimpf

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Except Saturdays

BERKELEY PARTY

President Maxwell's two Vices journeyed, via the Berkeley Ferry, to Berkeley on the evening of May 25th to represent the San Francisco Business and Professional Women's Club at the annual dinner and installation of officers of the Business and Professional Women's Club of Berkeley. The dinner meeting was held in the beautiful new home of the Berkeley Women's City Club, which lends itself so well to club affairs of this nature.

A well-served dinner, a good program, and the installation of officers by Florence Stahl, of San Jose, were all interesting high spots of the evening. As this was a birthday party, the place cards used were cleverly made iced birthday cakes with one candle on each, and when the candles were all lighted they produced a very eery effect in the vaulted dining room of the City Club.

Miss Margaret Perkins is the new President of the Berkeley Business and Professional Women's Club.

BERTHA DALE

CLUB NOTES

By DR. PHILLIS BOURNE

If spring comes, can vacations be far away? Just ask me and see my face light up, for I know that news items can not be so far away.

Mrs. May F. Riley has gone to that far-famed and romantic spot,—the Monterey Peninsula. She will spend the next three weeks in Carmel among the pines and along its lovely beach.

Hazel Pierce has gone to Lokoya, and is enthusing over the wonderful panoramic view of the Napa Valley. Rose Miller and Sarah McLaughlin plan to join her for this week-end.

Ruth Shaw is going further away. She is leaving May 30th for her mother's at Crete, Nebraska, and plans to stop off for awhile in Omaha.

Charlotte McClelland left Thursday for Los Angeles, returning on Monday in time for work.

Margaret Brandt will spend her vacation of a month in Oregon, the address being 863 E. Market Street, Portland.

Mrs. L. T. Dickenson sends us a card from Calexico, in the warm melon country.

Mrs. Lorella Williams-Payne's permanent address is 700 S. Westmoreland, Los Angeles.

Mrs. Marguerite Kerr, the president of the Winnepeg, Manitoba, Canada, Club, is spending her five weeks' vacation traveling in California. She stopped in to see us last week, and was much taken with ? fund, and immediately bought one of Nettie B. Smith's "Rainy Day Stocking Dryers."

Mrs. Katherine Cornell, of the Detroit Club, came in to make our acquaintance. She is planning on making San Francisco her home, and we hope our club will be her club.

Mary Jackson, or rather Mrs. G. A. Rowden, writes to us all as follows: "At last, after a couple of years of the gypsy life, I am now permanently settled, and will greet any and all of the members who remember me, in our new location, and can even camp them over night should they be so inclined. Will write some of the members later when I get settled. The new address is 2811 Altura Street, Los Angeles. Best love to all."

Mary Parson chose the month of May to be married. On Thursday, the 28th, she became Mrs. Sam Riley.

It is so good to hear from members who have transferred to other clubs. The following is from Elsie Miller: "I attended the May Southern District meeting at San Pedro with the Velada Club, which I have joined. We were very happy in being awarded the attendance banner, which we will be able to keep until next fall. We are now looking forward to the Southern District Convention, which is to be held at Pomona next month. Hoping to see you at Coronado."

Address changes: Gertrude A. Spriggs, M. D., is now living at the Matsonia Apartments, 645 Leavenworth Street; PR ospect 3810.

Mrs. Edith Ellis is now living at 41 Fifteenth Avenue; same phone.

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(Conclusion)

Following is a report of the "Fund" to date:

BALANCE BEGINNING OF YEAR, Per Convention Report		$2,011.51
RECEIPTS THIS YEAR:		
Downey	$ 7.52	
Santa Ana	20.07	
Pasadena	5.00	
Fortunes—told at Convention	23.50	
Hanford	13.39	
Salinas	53.50	
Fresno	12.50	
Santa Barbara	5.00	
Palo Alto	9.16	
Orange	11.13	
San Francisco	113.73	
Interest	2.68	277.18
		$2,288.69

This amount is exclusive of interest credited to the Fund, in the hands of the State Treasurer, and certain receipts received by the Southern District Chairman, Ada Margaret Brayton.

Miss Aldrich, Treasurer, has promised to send the committee the details of the Fund as to "Interest" and "Principal," but, apparently, has been too busy to give this matter her attention.

The committee has not as yet received the details of the Fund collected by the Southern District Chairman.

Respectfully submitted,

ADA H. BRACE, *Chairman*,
Ada Margaret Brayton Endowment Fund.

IMPROMPT-I

Ye Walkers! Know ye that we are two years going! Upon the first Sunday of June, 1929, we gathered at the entrance of our Golden Gate Park, at 10th Avenue and Geary, 16 in number, and off we treked inhaling the glorious breeze, reveling in the shiny greens, the brilliant flowers, the sassy little birds. Ses we, let's hold an anniversary on this first Sunday of June, 1931! June 7th, at 9:45, meet at the end of the Geary car "A," 10th Avenue and Fulton, for a bracing walk in pleasant company, and a cheery bite at the end of the trail with that

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Stag's Leap Manor! Doesn't that sound good? Come, join our merry little group. I promise you it will be a trip *de luxe.*

Swimming, beautiful walks or tennis await your whim, without extra cost. Bring your bathing suit, towel, and be ready at 9 a. m., Sunday, June 14th, Western Women's Building.

Dinner will be served about 1:30 p. m. on the porch overlooking the beautiful Napa Valley.

Reservations and checks to Mrs. Burlingame.

Time—9:00 a. m.
Place—Western Women's Building.
Date—June 14th.
Price—$4.50.

BOOK SECTION
"California in Fiction"

If you missed our invitation,
To be present Tuesday eve.,
When we pioneered our county,
You have really cause to grieve.

It was there we roamed with pleasure,
As Sue Smith, from Berkeley way,
Ope'd the road of sleeping memories,
To a romantic, picturesque day.

"Kathleen Norris," "Frank" and "Watson,"
"Mitchell," "White" and "Lyman," too,
Formed our party, blazed the trails,
As we gladly followed through.

Once again we rode in carriage,
Round the Palace Palm-court, old,
As loved visions fluttered round us,
Thrilling all with stories told.

Next to Chinatown's quaint quarters,
Merchant, Coolie, here we found,
Saw the "Chinks" with swaying baskets,
As they made their daily round.

Spanish pictures filled with romance;
We could hear the gay guitars,
Strumming soft the old-time measures,
Danced beneath the twinkling stars.

Margaret Girdner held attention,
With her "John March, Pioneer,"
And we quite agreed with Margaret
That "John March" was somewhat "queer."

"Lotta Crabtree" told her story,
Know her fountain, Market at Third?
And though near the hour of closing,
Never once we missed a word.

All too soon the meeting ended,
Pioneer days gave much delight,
And it was with great reluctance,
Then we bade them all good night.

A MEMBER.

WERE YOU PRESENT?

Where? At the May party, when the Public Utilities' girls were hostesses.

If you were, you know all about it, and if you weren't and want to know what happened, it's just too bad, for we are not going to try to tell about it in our limited space. If you want to know about it, ask one of the many who were there and had a good time, and *next* time be sure to be there yourself.

Plans are brewing for the June party—tell you more later.

JUNE 11 and 18

will belong to the girls of 1926, of whom there are twenty-seven on the list. June 25th will be the date of the special party, and then we shall have 1927 girls with us all summer, for there are more than one hundred on that list. We will start with the A's and B's and go down the list, but if you can't be out the Thursday your initial is called, come when you can.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JUNE 13, 1931 No. 24

CALIFORNIA
JUL 15 1931
RECEIVED
ACADEMY OF SCIENCES

Weekly Program

June 14—EVENT, Stag's Leap Manor, 9:00 A. M.
Western Women's Building.

June 16—DINNER, 6:15 P. M.
Western Women's Club,
609 Sutter Street.
Speaker: Mr. Leonard Wilson.
Subject: "National Emblems of the United States."

June 18—Choral Section, 6:45 P. M.

June 18—Thursday Open House, 8:00 P. M.
Hostesses
More of the Class of 1926 .

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

The speaker for the dinner meeting June 16th will be Mr. Leonard Wilson, whose topic will be "National Emblems of the United States."

Mr. Wilson is a well-known author and historian, having written many books; an artist, an antiquarian, being constantly engaged in literary, genealogical and heraldic research, an outstanding authority on the science of heraldy—on coats of arms, crests and armorial insignia, both individual and national.

Mr. Wilson has had a distinguished career. He was associated with Sir Henry M. Stanley, the great African explorer, military secretary to Major-General Joseph Wheeler, U. S. Army.

He was honorably mentioned for gallant service during the battle at Santiago-de-Cuba, and he had the honor of being chosen to serve as the Secretary of the Commission, for the United States, which negotiated the surrender of the Spanish Army at Santiago.

EVENTS

Come, join our merry little group, Sunday, at 9:00 a. m. *Stag's Leap Manor* needs no introduction, I am sure.

Bring your bathing suit and towel, your merriest smile, and we will furnish the rest.

Comfortable Gray Line buses to carry us through the beautiful Napa Valley. A delicious Sunday dinner awaiting us at Stag's Leap, and then an afternoon of complete rest or recreation, as you wish.

Check and reservation with Mrs. Burlingame.

Time—9:00 a. m.
Place—Western Women's Building.
Date—June 14th.
Price—$4.50.

HELEN A. DOBLE, Chairman.

HONORING MRS. BARRY

The President and Board of Directors will act as hostesses at a dinner in honor of Annie Little Barry on the evening of Wednesday, June 24, 1931, at 6:15 p. m., in the Women's City Club, 465 Post Street; price, $1.10. It is hoped that many of our members will reserve this evening for Mrs. Barry, who has given her ability, knowledge and time so freely to this Club and to our State Federation during conventions. Just now Mrs. Barry is working with us as Chairman of a committee to revise our By-Laws, and as she went into office on June 1st as President of the State Federation of Women's Clubs, we wish to assure her of our appreciation and to wish her two happy and successful years. The State Presidency is a high honor, carrying with it grave responsibilities as the administrative head of a large number of organizations with a membership of seventy thousand women. We feel that Mrs. Barry's two years in the Presidency will serve to bring about a closer relation and understanding between business women's Clubs and the Clubs of the General Federation, and that it will be valuable to have so able a liaison officer to interpret us each to the other.

Your Program Chairman, Mrs. Sexton, is planning a novel and interesting musical program for this dinner; we shall ask our guest of honor to "say a few words" in her usual witty and entertaining way, so be sure to keep June 24th for the Barry party.

ETHEL L. MAXWELL.

The problem of life is not to make life easier, but to make men stronger.

DAVID STARR JORDAN.

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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Be sure to send in your suggestion to the Ways and Means Committee for a name for the ? Fund.

This is your last chance, as the competition closes on July 15th.

CLUB NOTES

By Dr. Phillis Bourne

Miss Lucy Thompson has just returned from spending a two weeks' delightful vacation in Los Angeles. She can be found at her new address, 732 Oak Street, phone MA rket 5214.

Mrs. Evangeline Adams Spozio and her husband have been enjoying the last two weeks at their ranch in the Santa Cruz Mountains.

Mrs. Gertrude Wise and her husband motored to Stockton over the last week end.

Del Monte saw several of our members over May 30th. Mr. and Mrs. Ribitzky spent a pleasant few days with friends, while Florence Attridge, Belle Banz and Mrs. Banz motored down for Memorial Day.

Mrs. Florence Drake Le Roy and her daughter, Miss Marjorie F. Wilson, were at the Casa del Rey in Santa Cruz from Saturday to Tuesday. Mrs. Le Roy returned to the city, but Miss Wilson went to Sacramento for the remainder of the week.

Mrs. Henri Napier Carmer has gone to Yosemite. She will be away for at least a month and perhaps longer.

Mrs. Letitia Rountree Farber's new home address is 1045 Lake Street; phone SK yline 9489.

After serving three years as President of the local Osteopathic organization, Dr. Susan H. Hamilton is retiring from office at the end of June. We know the regret of the Society in accepting Dr. Hamilton's resignation, for we remember her two successful years as President of our own Club. We know what an inspiration she has been to the Osteopathic Society as President.

Mrs. Nell Palmer and her family have chosen Yosemite as their vacation treat. They will be gone two weeks.

Miss Maud Lamberson left last Tuesday for Seattle on the "Emma Alexander" for a fortnight's stay.

Miss Cornelia Seeley is leaving shortly for Denver for an indefinite visit with her mother. En route she will stop off at Salt Lake to see friends.

IMPROMPT-I

Girls, we have not tea'd in quite a time, so let's gather in the St. Francis Hotel lobby, at 3:45 on Saturday next, June 13th, and enjoy one of those abundant 50 cent tea-parties. Come on, you'll enjoy it with that

Imprompt-I.

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CIVIC SECTION

Mr. Henry E. Munroe, president of the Democratic Club of California, gave a very interesting talk before the Civic Section of the club on last Monday evening. The speaker warmly defended the Democratic party against the stigma that traditions, growing out of the Civil War, had fastened upon it. He declared it to be the party that sought to serve the common people, whom Lincoln told us God loves. Fortunate it is that God loves them, since by Mr. Munroe's showing, the Republicans don't love them, only to fleece them.

Mr. Munroe compared Alexander Hamilton with Thomas Jefferson. Hamilton, the man without background or family tradition, who assumed an aristocratic, exclusive attitude toward the masses, shrank in importance beside Jefferson, the man of aristocratic lineage and cultural advantages, who was a true Democrat and a noble exponent of the principles upon which our nation was founded, and who valiantly contended for the rights of the common man.

The speaker laid many crimes at the door of the Republicans; in support of his statements he recommended the reading of "The Tragic Era," by Claude Gernade Bowers, a book which depicts the many wrongs committed against the nation during the period of reconstruction following the death of Lincoln. Mr. Munroe attacked the tariff, not only the recent modification of it, but also the tariff as it was established after the close of the Civil War, when it resulted in the amassing of great fortunes and the concentrating of wealth in the hands of the few. He pointed out the pernicious effect of the present tariff, favoring preferred interests whose operators dictated the terms of the tariff as it affected them. Mellon was cited as the third richest man in the nation whose wealth has been amassed through the tariff on aluminum.

He maintains that the people pay the price, while the big corporations with their giant mergers reap the benefit. He further stated that the people are misled by the subsidized press in regard to the real effect of the tariff. California has been greatly injured by the tariff, but due to the fact that the entire press of the State is subsidized by invested interests, the real facts are kept from the people. He quoted from an article by Edward P. Costigan, who calls the present condition a National Political Armistice, in the February issue of the *Atlantic Monthly*.

From the Democratic standpoint, the tariff as it stands is one of the great fundamental reasons for our present financial difficulties. It has alienated our foreign customers and brought about much harmful retaliation. The party is not advocating a radical repeal of the tariff provisions, which would be an economic revolution, but a gradual grading down with an eye to the rights of the masses instead of the privileged few. While the Republican party cannot be held responsible for the present depression, it does disprove their contention that a Republican regime is always a prosperous one. However, the speaker blamed the Republican party for the extravagant stock orgy for not doing anything to increase the interest on borrowed money.

Mr. Munroe declared that we are at the most critical period of our history, with the capitalistic idea of government on trial. This divergent stand that the two parties take on the tariff is one of the most outstanding differences between them.

For a better understanding of this most vexing and difficult question, the speaker recommended the reading of Henry George's "Free Trade and Protection."

At the next meeting of the Section the Republican side will be heard.

SARAH A. MCLAUGHLIN, Section Secretary.

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STATE BOARD MEETING

The third regular Board meeting of the California Federation of Business and Professional Women's Clubs, Inc., will be held at Palo Alto on June 21st, 1931. Castilleja School will be the scene of both Board meeting and luncheon. The agenda for the meeting as announced by the State President, Ida M. Reed, promises a meeting of unusual interest to all members of the Federation, so try to be on time for roll call at 10:30 a. m.

The well-known hospitality of the Palo Alto Club and the beauty of the Castilleja School grounds will be a magnet for those members who have learned to look forward to these State Board meetings as a splendid opportunity for an outing, as well as a chance to widen Club acquaintance throughout the State.

The cost of the luncheon will be $1.25, and reservations may be made through Mrs. Burlingame.

DRAMATIX!

We will attend the Curran, on Tuesday, June 23rd. A drama, by name, "Tomorrow and Tomorrow." And we'll eat at "Lucca's" beforehand! A jolly night! Join us, you are welcome. Show 50 cents, plus 25 cents Section dues. If you eat with us, 75 cents more—a big night for $1.50.

GERTRUDE D. TUBBS, Chairman.

MORE IN SORROW THAN IN ANGER

To sit upon a sunny beach
And be completely out of reach
Of paper clips and desks and such
Would gratify me very much.
And though I've made it more than clear
That at this season of the year
A tranquil, balmy, southern sea
With beach attached appeals to me,
I'm grieved to be compelled to state
My boss does not co-operate.

MARGARET FISHBACK,
in *The Saturday Evening Post.*
Clipped by MARY CROOKSTON.

THURSDAY NIGHT,
June 4th
Class of 1925, Hostesses

Represented by

Helen Brown	Emily Haas Inglis
Daisy Bruhn	Della Lynn
Pauline Carson	Therese Forman

Attendance, forty plus.

Brevity is said to be "the soul of wit," and I feel funny, so this is that.

Class of 1926
June 11th and 18th

We will try to phone to all of you, but we are leading a strenuous life these days, so come any way, even if you don't get a phone call. We'll be glad to see you both nights, but be sure to be with us one night any way. Mrs. Burlingame has the list; if you are uncertain of your year, call her.

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JUNE 20, 193[illegible] No. 25

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Weekly Program

June 22—No meeting.

June 23—Dramatic Section, 8:15 P. M.
Curran Theatre.

June 25—Choral Section, 6:45 P. M.

June 25—Thursday Open House, 8:00 P. M.

Hostesses
A. B. C. Division of the Class of 1927

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

DINNER IN HONOR OF ANNIE LITTLE BARRY

This is the final opportunity to remind you through the columns of the BUSINESS WOMAN of the party for Mrs. Barry, which is to be held at the Women's City Club on the evening of Wednesday, June 24th. Time, 6:15 p. m.; price, $1.10.

A number of reservations have been made with Mrs. Burlingame, and it is barely possible that these members may have had advance information about the interesting program being prepared for us by Mrs. Sexton and Mrs. Le Roy. We have engaged the services of an expert interior decorator for our table, Louise O'Hara, and we are anticipating a lovely showing of summer flowers from the gardens of the members, as well as a very special dinner planned by Miss McKenzie, the new head of the dining service at the City Club.

Please join with your Board of Directors on June 24th in greeting our own member, Annie Little Barry, lately elected State President of the General Federation of Women's Clubs.

ETHEL L. MAXWELL.

DRAMATIX—THE SHOW!

Have you your ticket for Tuesday next? If not, better get one and join the gods in that comfortable Curran Gallery. Fine drama, good actors, congenial pals, easy money—but 75 cents to see "Tomorrow and Tomorrow." Think it over, then get your ticket from

GERTRUDE D. TUBBS,
Chairman, Dramatic Section.

THE NEW ROSTER

In this issue of the BUSINESS WOMAN is the blank form to be filled out by each member with her name in full, as she wishes it to appear in the new roster, with the rest of the information in regard to address, business, etc., as in the roster now in use. Gertrude Wise has been appointed Chairman in charge of preparing the list, and will have such help as she needs. There will be a few advertisements, similar to those in the back of our present roster, which, as you know, materially reduces the cost.

Please return the blank to Mrs. Wise at the club rooms as soon as possible. If every member will co-operate by sending the blank in promptly, there need be no delay in getting the copy to the printer, and your new roster will be available for your use in a short time. If possible, and for greater accuracy, have your blank typewritten.

ETHEL L. MAXWELL.

SHIPS

Ah, never think that ships forget a shore,
Or bitter seas, or winds that make them wise;
There is a dream upon them, evermore;
And there be some who say that sunk ships rise
To seek familiar harbors in the night,
Blowing in mists, their spectral sails like light.

DAVID MORTON.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Choral.....Grace Staub
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
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Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

With this issue, your Editor turns over the destinies of the BUSINESS WOMAN to Mary Baker, who will be in charge for several weeks. Please send all copy to her office, 1110 Financial Center Building, before Saturday morning of each week.

CLUB NOTES

By DR. PHILLIS BOURNE

Mrs. May Riley writes us from the La Playa Hotel in Carmel: "I am enchanted with the place; a lovely room with a sweeping view of mountains, points, bay and sea, excellent meals and a delightful atmosphere. I've had delightful walks around the village, to the Mission and to the beach."

We are glad to tell you that Jennie Hoyle has completely recovered from her illness. This spring she was working in Santa Barbara, but at present she is vacationing at a ranch near Sacramento.

Those who remember Edith Hamilton will be sorry to learn of her death. She passed away on Friday, June 5th.

Mrs. Bertha Stalder has moved to "Marvelous Marin"—240 Marion Avenue, Mill Valley. Phone Mill Valley 436.

Mrs. Ruth Shaw didn't forget to send us a card from Crete, Nebraska. She writes, "Am far away on my vacation. Mother is ill, and I'm staying close to her. Weather here is quite decent. Trip was very comfortable. Will start back in a week. Put me down for ? fund. Love to all."

Elizabeth Allen Smith and H. Esther Crawford are leaving for Flint, Michigan, on June 15th, to be gone until August 1st. Their address will be 917 Garland Street.

Mrs. Alice Anna Winters and her husband, Mr. T. G. Winters, of Pasadena, paid us a visit last week as the guests of Annie Little Barry.

Cornelia Seeley's address until she returns is 701 S. Washington Street, Denver, Colorado.

Lillian Palmer has just returned from a motor trip up the Redwood Highway extending as far north as Crater Lake. She was accompanied by her mother, a friend from Los Gatos, and Emily Williams.

Correction for last week's club notes: "Mrs. Spozio and her husband" should have read "Mrs. Spozio and her brother."

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

BOOK SECTION

"Writing as a Business" was the topic chosen by Mr. John H. Hamlin for his talk to the Book Section last Monday evening, and before he was through, he had convinced us, in his delightfully humorous way, that the business of writing does not depend on divine inspiration alone.

Mr. Hamlin, born in the now famous Reno, roamed all over the Sierras and the Nevada Desert in his boyhood, and stored away in his subconscious mind many memories of this period. During his high school and university years he wrote sporadically, many of his things being accepted and published, though he had had no special training in the technique of writing.

In a very amusing way, he told the story of how, soon after his graduation from the university, he became the librarian of the new Carnegie Library in Reno, on the strength of his liking books and having written a few stories; how he knew nothing about the work which is involved in being a librarian; and how he expected to have ample time to write in this atmosphere of books. But there wasn't much time for writing. It was several years later that he finally took up writing as a profession.

"If you get your hero into a mess, he, of his own cleverness must get out of it himself," was one of the first things he learned, "and that beats the solving of any geometrical problem," said Mr. Hamlin. "There is no joy greater than getting characters into a jam and figuring out how to *get* them out." Another tip is, "use a deck of fortune telling cards to lay out your plot!" If you don't know just how to dress your heroine in the latest and most alluring fashion, follow the fashion writer's column in the daily paper.

We were told how one type of magazine will not accept stories from a writer who writes for an entirely different class of paper, even if the story is suited to such magazine, which explains the use of the nom-de-plume.

Use a card index for keeping track of the manuscripts sent to publishers. If you use an agent and your agent turns your story down flat, do not be discouraged, and don't depend on one agent. Mr. Hamlin's latest book, "The Desert Dancer," which, by the way, was purchased by the Book Section for our club, was flatly refused by one agent as of no account, and was enthusiastically received and published through another agent, and has received no end of favorable comment from critics.

If there were any embryo writers in the group who listened to Mr. Hamlin, they received many valuable bits of information, which were given in a most charming manner.

In the absence of Mrs. Carmer, who is on her vacation, Joan Doub presided in her very gracious manner, and those who attended voted it a most interesting evening.

JOHANNA E. HEIM.

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AREN'T YOU GLAD

that you belong to a club with such lovely rooms where you can go any Thursday night and find a congenial bunch of girls, a game of bridge if you feel like it, a chance to exchange views on the latest fashions in clothes, books, plays, or whether there is really any thing to this "depression" talk?

And then that good cup of tea and the lovely cakes and the chat on the way home! If you are not taking advantage of this phase of your club's activities you are cheating yourself.

The hostesses Thursday, June 11th, were Nell Boardman, Bertha Brown, Margaret Dailey, Jean Kerrison, Elsie Monte, Margaret Moore, Edith Wiltsie.

Cakes and candy galore! You'll all want the recipe for that wonderful sponge cake and the nut cake that Emma Gries made. They will be ready for you next Thursday night.

Thursday, June 18th.

More 1926 Girls.

And now we have to "eat them woids" we spoke about a special party for the 25th. Every one is too busy with vacations, either taking one or working overtime because some one else is, to make or enjoy a party. So we are going to skip June and July and give you something nice in August.

The class of 1927 will be with us for a month or six weeks beginning with the A. B. C. Division on June 25th. If you are on that list, save the date.

Your new spring frocks fit with no apologetic bulges! Busy and keen all day and able to relax and rest at night. The Silhouette Shop at 801 California Street offers natural and scientific exercises which produce the smart modern figure, new energy and relief from nervous tension. Phone GArfield 0965 before noon for an appointment or further information. Classes or individual instruction.—*Advt.*

CALIFORNIA FEDERATION OF B. P. W. C. INC.

ADA MARGARET BRAYTON ENDOWMENT FUND

REPORT OF CASH RECEIPTS

June 2nd, 1931

TOTAL CASH CONTRIBUTED BY DISTRICTS SEPTEMBER 1, 1930, TO JUNE 2, 1931

INTEREST, December 31		$ 2.68
SOUTHERN DISTRICT		
From various clubs	$115.90	
Mis. collections by A. M. B.	6.85	
Cash in hands of A. M. B.	52.19	
Convention fortunes	8.50	183.44
CENTRAL DISTRICT		
From various clubs	$ 25.89	
Convention fortunes	3.00	28.89
NORTHERN DISTRICT		
From various clubs	$182.02	
Convention fortunes	12.00	194.02
TOTAL		$409.03

CASH

Cash on hand in San Francisco bank	$356.84
Cash on hand with Southern District Chairman	52.19
TOTAL	$409.03

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Weekly Program

Coming Events

June 30—DINNER, 6:15 P. M.
Western Women's Club.
Speaker: Her Honor, Judge Theresa Meikle, of the Municipal Court of San Francisco.
Subject: "On the Witness Stand."

July 2—Choral Section, 6:45 P. M.

July 2—Thursday Open House, 8:00 P. M.

Hostesses
CLASS OF 1927

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

"ON THE WITNESS STAND"

Is the provocative title of the talk which will be given to us by your first woman judge of the Municipal Court on Tuesday evening, June 30th, in which seven of our own members will assist in some mysterious way that is a secret between her Honor and the witnesses she will call to the stand. Those of you who have heard Judge Meikle know what a treat we have in store, as she is one of the ablest speakers in San Francisco, with an easy, graceful style and charming personality, and the Program Committee is anticipating an evening of much amusement and information anent the workings of a real court, a more or less closed book to most of us.

Judge Meikle received from her alma mater, the University of California (Bolt School of Law) the degree of Juris Doctor. She was Assistant District Attorney under Judge Brady for four years. From the District Attorney's office she became attorney for the State Narcotic Division.

San Francisco women are fortunate in having Judge Meikle on the bench as their representative. Like Margaret Mary Morgan on the Board of Supervisors, she is the pioneer in the judiciary, blazing the trail for the women who will follow her, setting the style in manners, dress, deportment and appearance before the critical public whose prejudices are so difficult to overcome. If you have seen her preside you could not fail to be impressed by the generally dignified atmosphere of the whole court room, the soft and gentle voice and manner of this gracious lady, the daintily feminine clothes that achieve just the right degree of smartness and chic, and may we add with modest pride, the novelty of observing at the court reporter's table our own little Marion Morris, qualified and efficient to the highest degree in one of the most difficult of all professions?

MARY S. SEXTON.

A NAME FOR OUR FUND

Your Ways and Means Committee, after much deliberation, elimination, arguments pro and con, was finally able to come to a decision and select a name for the fund that is to bring the necessary wherewithal into our treasury between now and the 30th day of September. Many original and clever names were sent in by members and it was difficult to make a selection.

The prize, however, goes to Mrs. Edith Bristol, of the *Call-Bulletin*, one of our newest members. Mrs. Bristol has submitted her name in rhyme, and because it is so well done, we give it all to you below:

"A name for your new fund you Business Girls seek.
It ought to be clever. It must be unique.
It should be suggestive and easy to speak;
To find one that suits us, let's turn to the Greek.
Let's borrow two girls, who are simple and jolly—
We'll choose one named Dora; another named Poly.
For *Poly* in Greek is the word meaning *many,*
And many's the way that you earn the odd penny.
But Dora's the gal who will give you a lift—
For Dora's the word that is plural for *gift.*
So here's *POLYDORA.* You'll see its real meaning;
I'll hope you'll choose this for the fund you are gleaning.

POLYDORA
meaning
"MANY GIFTS"

Now that you have the name "Polydora" (Many Gifts) for our fund's name, it is not too early to start planning for your contribution to this fund. The Finance Committee has already

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Program.....Mary Sexton
Reception.....Mary D. Crookston
Publicity.....Louise M. O'Hara

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Book.....Henri Napier Carmer
Choral.....Grace Staub
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

started a bridge tournament, jitneys are being run, a circus is planned, and several commodities are for sale by club members. Send in your name to the Ways and Means Committee and let them know what you are planning and when, so there will be no duplication of affairs on the same night. The Ways and Means Committee can tell you when these affairs will occur. You have three short months to put the plan over—let's all get behind it and boost.

"CO-OPERATE"

That's the word. Our club has always known its meaning. Let us keep up our reputation and make a good showing to the Ada Margaret Brayton Endowment Fund for 1931. Please send your remittance as soon as possible to your deputy chairman—

ISABELLE E. BANZ,
4224 24th Street,
San Francisco.

CLUB NOTES

Mrs. Marie A. Judge has gone to Los Angeles for a few months; while there mail may be addressed to P. O. 2696, Los Angeles, Calif.

Marie Byron Crandall is spending a week at Yosemite enjoying the stimulating magnificence of the scenery.

An old member, Nora Wheeler Vest, is in town for the summer, staying with her mother and sister.

Gertrude Mowder will be out of town this week, having gone to Dixon, Calif.

Mrs. Mary C. Parson Ryley has returned from her honeymoon and is living at 1000 Powell Street, Apt. 25, Phone SU tter 5015.

The Club extends deepest sympathy to Miss Nellie Ackerman on the death of her sister, Mrs. Elliott, who passed away on Saturday, June 13th.

A card from Portland, Oregon, tells us that Margaret Brandt is having a wonderful vacation and hates to come home.

Ida Reed left Thursday for Pomona to attend the Southern District meeting. She will return on Monday.

Rae Morrow and her niece are going to Fallen Leaf Lodge to spend their vacation. They are leaving June 28th and expect to be away for three weeks.

The untimely death of Colonel Chas. A. Simmons, the husband of our member Mrs. Belle I. Simmons, is greatly regretted by us all. Mrs. Simmons will go to Pomona for a two months' rest. She will return to the city for a short time and then go East for an indefinite stay with her brother and sister.

Jessie Scott sends us greetings from Joseph, Oregon, where she is vacationing. She hopes to see all of us in a few months. Thanks for the new book, Jessie.

The reason we have not seen Mrs. Eulalia B. Howard for a long time is because she has been in Michigan since October caring for her sick aunt. We hope she will soon be returning to us.

A letter from Sophie W. Root tells us that she has been elected president of the California Federation of Women's Clubs for San Mateo County. Congratulations, Mrs. Root!

Mrs. Frances Effinger Raymond has been asked as representative of her company to give a talk at Denver the last week of July before the World Federation of Education Association. This association was organized for the United States in San Francisco at the time of the Exposition. The association is international, every country sending a representative. Mrs. Raymond's subject will be "Social Approach to Commercial Education." This is, of course, a great honor for Mrs. Raymond, and knowing her capabilities, we know she will do justice both to her company and to herself.

Girls, don't forget to fill out the roster blank. Sit down and do it now.

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NATIONAL EMBLEMS

Mr. Leonard Wilson, our distinguished speaker on June 16th, chose a particularly appropriate subject, for we had just celebrated our annual Flag Day. "National Emblems of the United States" proved an entertaining as well as enlightening topic. He touched briefly on the development of heraldry and insignia from the Stone Age with its primitive pictures through Biblical history, the Crusades up to the present time.

When our own country adopted its present coat of arms, it was a matter of great importance and deliberation to the founders of our nation. I am sure none of us have ever really appreciated our great seal until we heard it so clearly explained by Mr. Wilson.

Each minute detail has been carefully planned from the white, blue and red standing for purity, loyalty and courage, to the eagle signifying freedom and unselfishness. The shield represents the strong military protection of the state. In the right claw of the eagle is the olive branch, the symbol of peace, while in the left claw are thirteen arrows standing for preparedness and willingness to defend our rights against other nations. Above the eagle is a character representing the new nation which had been made after overcoming great difficulties.

Most of us did not know that our great seal had a reverse side. This depicts an unfinished pyramid to show stability with a goal not completed, and two Latin mottos which translated mean, "A new order rises" and "By the grace of God."

These few paragraphs only sketch the highlights of Mr. Wilson's delightful talk and I am sure that we all should like to hear much more about other phases of this fascinating subject. He is such a distinguished person and his knowledge so extensive that as a club we feel much honored by his addressing us.

LUCIA STEIDEL.

WELCOME, SAN MATEO!

Tonight—the 25th—a group of girls from the San Mateo club plan to visit the big city for a lark—believe they're going to eata da spaghet'—and after dinner they plan to drop in and make us a little visit. We hope to have a good-sized group of our own girls to greet them. Perhaps we can have a bridge tournament if our guests feel like doing that.

The beauty of a graceful carriage, straight back and poised walk is not to be disputed. Correct posture is attained by re-education of the muscles and their perfect co-ordination. The Silhouette Shop, 801 California Street. Phone GA rfield 0965 before noon for an appointment. Classes or private instruction. advt.

During July and August watch this column for your name as one of the hostesses. The class of 1927 is so large that we shall find the nine meetings in these two months none too many to afford the other members a chance to get acquainted with the personnel of this group.

To you whose names appear from week to week—please come to at least one meeting during that time with no further notice than this. With so many away on vacation, it is difficult to contact you. If you can come on a certain night, it would be nice to have you call Mrs. Burlingame and say so, but don't stay away if you haven't had a chance to call up. And make your motto: "Come early and often."

Virginia Anderson	Elizabeth Anson
Margaret Armstrong	Elma Baily
Hazel Baldwin	Mary Day Barnes
Nellie Barr	Mary Bear
Mary Barrett	Rose Bezek
Mable Blackmar	Clare Borello
Phyllis Bourne	Elise Brabe
Margaret Brandt	Irene Brooks
Clara Anderson Brose	Dr. Adelaide Brown
Lillian Brown	Irene Bubser
Alice Burke	Leora Butler
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BOOK SECTION

"John Hamlin"—"Writing as a Business"

Our club rooms have held many pleasures,
We've gathered for many a treat,
But the Book Section last Tuesday evening
Had pleasures and features complete.

A stillness and silence pervaded,
For some one seemed missing, at first,
But when Jeanette Doub read a letter,
Our fears were quickly dispersed.

We thought Mrs. Carmer was absent;
In spirit she stood here amid us;
Her missive bade all to Yosemite;
Responding, we did as she bid us.

We revel in glorious sunsets,
In meadows and waterfalls grand,
E'en to the wee little birdie
That timidly feeds from her hand.

But Time is a jealous, grim master,
Whose summons we needs must obey;
The author, John Hamlin, is waiting
His stories and works to portray.

Is it "work" of which he is speaking,
This gift of a story to tell,
To hold all the reader's attention,
While weaving a mystical spell?

And the joy of gathering "shekels,"
Six hundred, one story returned.
This task gives zest to the writer;
The career of an author we yearned.

An author before us in person,
Whose gifts he most graciously shares,
Introducing to us his dream children,
Time passes by all unawares.

If browsing through shelves for a novel,
If searching a good book to read,
Just try Mister Hamlin's last story,
"The Desert Dancer"; you'll find what you need.

A MEMBER.

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Business and Professional Women's Club of San Francisco, Inc.

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ACADEMY OF SCI

Weekly Program

Coming Events

July 7—Dinner 6:15 P. M.
Business meeting.
Western Women's Club.

July 9—Choral Section, 6:45 P. M.

July 9—Thursday Open House, 8:00 P. M.

Hostesses
D E F G Division of the Class of 1927

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

HONOR FOR OUR CHORAL SECTION

The Choral Section was honored on Saturday evening, June 20th, by being invited to participate in the opening program of the 17th Biennial Convention of the National Federation of Music Clubs at the Civic Auditorium. This was the welcome of San Francisco to the several hundred delegates from all over the United States, and was a thrilling experience for our songsters.

The San Francisco Symphony Society, as well as Uda Waldrop at the organ, gave a background for "Unfold Ye Portals" and the "Hallelujah Chorus." Our choral was also among the picked group asked to sing for the $500.00 prize song, "Spring in Heaven," written for women's voices by Frances McCollin and directed by Wallace Sabin, and the only group outside of Mr. Sabin's own groups to be so invited.

On Friday afternoon, June 26th, we were the hostess group at the Civic Auditorium, carrying the flowers, distributing programs, etc., when the Washington State official group, the "Philomels," sang, and also the Burbank Choral Club.

The entire week has been filled with a rich feast of music, and we feel distinctly gratified to have been selected for honors. Personally, I feel very proud of the manner in which the Choral has acquitted itself. We have earned praise from the musical authorities and feel that we brought honor to ourselves and to our club.

FLORENCE DRAKE LEROY.

HAVE YOU SIGNED UP FOR THE "POLYDORA FUND"?

We find quite a number of familiar names missing and would like to add yours to the list before printing it. We need all of you as Polydoras to make this fund a success, and to make the fun complete.

THURSDAY EVENING

DEAR MRS. CROOKSTON:

The members of the San Mateo Business and Professional Women's Club who had the good fortune to visit the San Francisco Club last evening are busy today telling their friends of the wonderfully nice time they had. Those who had not seen the club rooms admired especially the lovely furnishings and "homey" atmosphere. We all want to thank our hostesses for the pleasure of the bridge game, the cup of tea and cakes, " 'n' everything."

Sincerely,
SAN MATEO BUSINESS AND PROFESSIONAL WOMEN'S CLUB,
EDNA M. HANSEN, Secretary.

We surely enjoyed the call from San Mateo and hope they will come again.

We want to say to all of the secretaries of other clubs who receive THE BUSINESS WOMAN that our latch string is out and we shall be most happy to have you include a visit to us any Thursday night in your summer program. Just drop us a line to say that you are coming.

MORE 1927 GIRLS

Carrie W. Davis
Frances J. Eagan
Wanda Epsteen
Mary Fennig
Marguerette Gerry
Genevieve Bowers Goodell
Emma M. Gries
Eva Smith Hackett
Verna M. Hamilton
Mae Hatton
Ruth A. Howard
Dorothy Durham
Jessie Eckles
Letitia Farber
Edith Floyd
Minnie W. Getz
Jeanne B. Goodwin
Rose A. Haas
Christine H. Hall
Edna M. Hansen
Mary Ellen Holt
Lillian R. Howie

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*
Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Second Vice-President.....Bertha J. Dale
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Hazeldean Mitchell — Gertrude D. Tubbs

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1401 Stone Street,
Great Bend, Kansas,
June 22, 1931.

DEAR CLUB MEMBERS:

Through the courtesy of THE BUSINESS WOMAN let me acknowledge receipt of the many letters, cards, clippings, and articles which have been sent to me in the past few months. I have enjoyed them all so much, and will acknowledge them personally as soon as I can.

Have been extremely busy since my arrival here. Took hold of the housekeeping first, and after I got into the "swing" of that, we let our day nurse go and now have one who comes in for three hours in the mornings. After that I am my mother's companion for the rest of the day. Am not working hard, but my time is fully occupied.

My mother's condition remains the same. Helpless and speechless as she is, there still remains the fortunate circumstance that she does not suffer physically, and we can keep her fairly comfortable even in the hot weather which we have been having. I read to her as her chief form of entertainment. She sits up in a wheel chair for a short time each morning, but that soon tires her. She enjoys letters and visits from old friends and relatives, but is very reluctant about seeing casual acquaintances.

Have enjoyed THE BUSINESS WOMAN so much and have watched with interest your various activities. Also, the *California Woman* announces the convention at San Diego, so that the thoughts of many of you are turning southward.

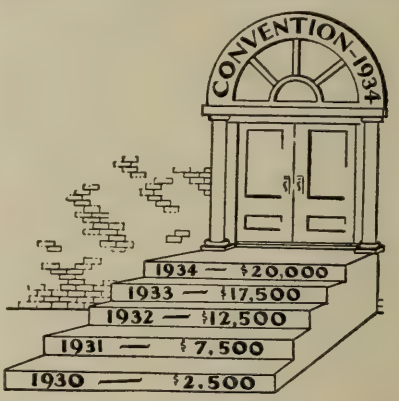
Am sending special greetings to the Book and the Civic Section, the "Eventers" and the Impromptu-I. I am with you in spirit at your gatherings, and look forward eagerly to your announcements.

Kindest regards and best wishes to all.

Sincerely,

WINIFRED KERR.

We certainly were delighted to receive this letter from Winifred Kerr and feel that she is still deeply interested in us and in our activities. Even though we do not individually communicate with you, Winifred, we might tell you that we frequently hear your name mentioned in our club rooms, and we take the opportunity through the columns of THE BUSINESS WOMAN to send you greetings and to wish you much happiness in your new surroundings. We also hope your mother's condition will improve from now on.



The California Federation of Business and Profesional Women's Clubs, Inc., is your Federation, and the Endowment Fund is to be used for your good as a business woman of California. Our contribution last year was $446.07. Let's make it $500 this year by Convention time. Send in your contribution of 2c a week or $1.04 a year to—

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CLUB NOTES

By Dr. Phillis Bourne

Anita K. Mayer is certainly going to make a most marvelous five weeks' trip. She left June 26th, going through the Canadian Rockies; her first stop in the East will be Atlantic City; from there she goes to Washington, D. C., to spend "The Fourth," thence to Philadelphia. The most romantic part of the trip will be a moonlight boat ride up the Hudson River. Some time will be spent at Montreal, Quebec, Thousand Islands and Niagara Falls. On the way home Mrs. Mayer will take in the Royal Gorge in Colorado, spend a few days in Colorado Springs, stop over at the Tabernacle in Utah and then home.

Clara Sharpe left June 20th for the Sierra Nevada regions. She expects to spend three weeks at Echo Lake.

Ida Reed also has gone to the "higher regions." She is spending her vacation from June 28th to July 12th at her cottage on Lake Tahoe.

Here we have the news of another wonderful trip being made by our member, Delphine Morrison, who left Friday for New York, from where she sets sail for Ireland. While abroad she will visit Scotland, France and Italy, returning in about six weeks. We hope she will be careful when in "Gay Paree."

Thanks, Edyth Wiltse, for the book you gave us for our library.

Some of our members are very "air-minded." Did you know that Marion Morris flew to Pittsburgh, Penn., making only one stop, at Kansas City? She also returned via aeroplane.

Lillie Kuck spent her three weeks' vacation at "The Lundblands" in Saratoga. For the next few weeks she will be in Redwood City, and if any of the girls should be down that way she would be glad to have them call. She will be at the Five Points Meat Market, on Highway and Main Streets.

Your news editor is going away on her vacation July 1st to 15th, also to the "higher regions"—so be careful, Ida Reed, what you do, for I may see you when I go dashing around Lake Tahoe. Miss Bertha Pierce has graciously consented "to do" the column during my absence, so please phone your news to her.

President Ethel Maxwell wishes to take this means of expressing her gratitude and appreciation to the various members who sent flowers to decorate the tables for the dinner honoring Annie Little Barry; also her thanks to Mrs. Louise O'Hara for the beautiful effect attained.

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Here is the information we would like to have for our NEW ROSTER, or as much of it as you wish us to have. Send promptly to the Roster Committee, 609 Sutter Street; it will help us to get the work started and save delay in getting out the 1931 edition. GERTRUDE WISE, Chairman.

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Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

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Firm Telephone Number.....

ERUDITION

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Johnny—"Defeat of de dog went over defence before detail."

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JULY 11, 1931 No. 28

Weekly Program

July 13—Book Section, 7:30 P. M.

July 14—Dramatic Section, 7:30 P. M., Club Rooms.

July 16—Choral Section, 6:45 P. M.

July 16—Thursday Open House, 8:00 P. M.

Hostesses

MORE 1927 GIRLS

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

THE COURT ROOM

Our guest dinner speaker, Judge Theresa Meikle, opened her talk to us on Tuesday evening with the remark that there are fifty laboratories in existence whose purposes are to study "why our emotions and actions."

This was followed by the statement that there is not a convict in prison who is not there because some one testified against him, for no one, no matter how guilty he or she may be, is really convicted without the evidence of some witness.

A new line of thought was thus opened up, and instead of visualizing the culprit in the important role, the witness took the center of the stage, and through illustration was proven to be, generally speaking, a rather fallible individual. His inaccuracies are startling, although he has no intention to be untruthful; he just does not perceive—his senses do not register with certainty; he has little or no conception of relative time, distance, speed, numbers, colors, etc.

Judge Meikle cited several instances where disinterested witnesses to the same accident varied widely as to time, speed and the manner in which the casualty occurred. She further stated that the clever use of a word by an attorney frequently influences the testimony of the witness through mental suggestion.

And then to prove how little people perceive, Judge Meikle chose three members to approach her, the first to hand her a paper and repeat a prearranged sentence, the second to greet her by word and handclasp, and the third merely to nod. Five witnesses were empaneled to testify as to what had taken place and none were able to give accurate evidence.

No wonder we have laboratories to study our actions. The convict is not incarcerated because he committed a crime and was apprehended, but because of the evidence of a witness; therefore, great care should be exercised in identification, and one can see how important it is to be able to *know* whether people really perceive and can identify accurately.

Our second vice-president, Bertha Dale, presided in a very gracious and "I-have-done-it-before" manner. What capabilities and talent our club members have we never know until an opportunity offers itself and we are able to judge.

CHARLOTTE MCCLELLAND.

AN INVITATION FROM THE B. & P. W. C. OF OAKLAND

Mrs. Ethel Maxwell, President,
B. and P. W. C.,
San Francisco, Calif.

MY DEAR MRS. MAXWELL:

The Business and Professional Women's Club of Oakland wish to extend to you an invitation to attend a dinner and reception given in honor of Mrs. Carr and her husband, who is the new city manager of Oakland, in our club house, 1608 Webster Street, Oakland, July 16th, at 6:30 p. m. Dinner will be $1.25 per plate.

We hope you will be able to attend, for we want to help make Mrs. Carr and her husband happy in feeling the hospitality and good fellowship of the East Bay people.

Most sincerely,
MAUD E. PETERSEN, President.

If any of the members wish to attend this dinner, please make reservations at our club rooms.

HURRY! HURRY!

All subscriptions must be in by August 15th, so if you have not already subscribed for 1931 to the Ada Margaret Brayton Endowment Fund, please give same your attention. We want to show them the San Francisco Club knows how.

ISABELLE E. BANZ, Deputy Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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First Vice-President.....Mary H. Baker
Second Vice-President.....Bertha J. Dale
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Executive Secretary.....Irma M. Burlingame
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UNITED STATES DISCIPLINARY BARRACKS
OFFICE OF THE CHAPLAIN
Alcatraz, California

June 27, 1931.

Miss Isabelle E. Banz,
245 California Street,
San Francisco, California.

DEAR MISS BANZ:

Please extend to the members of your club my very sincere thanks for your generous donation of magazines. We find this to be a very good grade of reading matter and feel sure the boys here will get much enjoyment from the many magazines.

May we hope for a continuance of this kind interest. I am

Gratefully yours,
EDMUND C. SLINEY,
Chaplain, U. S. A.

Please get in touch with Belle Banz at any time you wish to dispose of your old magazines.

IN HONOR OF MRS. BARRY

Mrs. Annie Little Barry is the newly elected president of the California Federation of Women's Clubs, but it was Annie Little Barry, our own beloved member, who was the honored guest at the informal dinner given by the president and the board of directors on Wednesday evening, June 24th. About eighty members responded to the gavel of Mrs. Maxwell, who presided and introduced the speakers in her graceful and charming manner.

Ida Reed, Margaret Mary Morgan, and Lillian Palmer paid tribute to our fellow member in short and sparkling speeches, while Mrs. Barry responded with a helpful and constructive message, which she called "Paper Patterns."

Developing the idea that women should not be limited in planning their lives by outmoded designs of tradition, education, religion and heredity, Mrs. Barry came to the conclusion that "the pattern the average woman over thirty cuts out for herself is an inferior one, but that if we had more confidence in ourselves, we would be more successful. It's so easy to criticize the woman of today, but the business and professional woman is not sticking to her patterns well."

Let us question ourselves. "Are we accepting too much the patterns made for us? Are we really thinking that our women are as competent and able as they are? Are we generous in recognizing the able and competent among our sex? Are we brave in welcoming opportunities to branch out, or are we clinging too closely to safety?

"Grasping at the paper pattern of co-operation and consideration, and using only the best of our experience and knowledge, let us bravely adopt the pattern of today, and make the most beautiful garment that will benefit not only womankind, but the whole world."

The National Defenders Room of the Women's City Club made a lovely picture with the beautiful flower arrangements designed by Louise O'Hara, and the delight in the evening was enhanced by the excellent musical program announced by Mary Sexton—a group of baritone solos by Mr. Robert Waldrop, a charming and gifted young artist, and piano solos by Miss Lydia Oxendine, who captivated us all anew.

The club was joined by several guests, who were introduced by the chairman: Mrs. Agnes Purnell, executive secretary of the California Federation of Women's Clubs; Mrs. Beulah C. Schindler, president of the Burlingame B. P. W. C.; Miss Kathleen Bartle, president, Miss Helen Haughton and Miss Edna Hansen of the San Mateo B. P. W. C.; Mrs. A. E. Lawrence, president of the North Burlingame Community Club; Mrs. R. L. Stone, president of the Burlingame Women's Club; Mrs. Sophie W. Root, director of the California Federation of B. P. W. C. and president of San Mateo County in the California Federation of Women's Clubs, and Miss Helen Jackson of Burlingame.

MARGARET GIRDNER

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CLUB NOTES

By B. M. Pierce

As your regular club reporter is on vacation for a couple of weeks, and Mrs. Burlingame is enjoying her vacation at Los Gatos, kindly phone news items to me at DO uglas 4730.

Miss Nell Reid has left for a two weeks' trip to Alaska, the ideal summer vacation trip.

Miss Florence Vance is taking that delightful trip through the Panama Canal on to Havana and return.

Mrs. Persia Briggs, Minna Brown and Eleanor Robson are spending the 4th of July at Fallen Leaf Lodge.

Mrs. Bertha Stalder entertained a group of her friends from the club for lunch, at her new home in Mill Valley, last Saturday afternoon.

Miss Lily Tufts just returned from a month's vacation spent with her relatives in Salt Lake City, driving her car both ways.

Club members will be glad to hear that Mrs. Adams, mother of Mildred, has recovered very nicely from her recent operation, and we can expect to see Mildred again soon at club affairs.

Mrs. Edna Gilchrist is enjoying her vacation right here in San Francisco, where it is delightfully cool.

Deepest sympathy of club members is extended to Miss Graff on the passing of Dr. Louise Deal. Dr. Deal worked hard for the welfare of San Francisco and was a good friend to all who knew her.

You will be glad to hear that Virginia Marshall is back from a most successful trip to Honolulu in the interests of the Wesson Oil Company, but sorry to learn she hasn't been so well and is on leave of absence to recuperate her health.

Echoes of 1930 reception hostesses: Miss Hazel Ramon entertained her group of hostesses at a gay party at her home one evening last week.

Miss Elise Brahe is taking advantage of her vacation by moving over to "My City Oakland." Kindly change your Roster address to 5543 Claremont Avenue, Oakland. Phone HU mboldt 2940.

Everyone is wishing Nettie Smith a lovely trip on her vacation to be spent in Alaska.

Welcome home to Mrs. Jessy Scott, who tells us she has had a "banner year" traveling throughout the Northwest giving cooking school lectures in the interests of the national newspapers. While away she visited many of the business women's clubs and has many interesting things to tell about their various entertainments.

Sara Ann Magill and Adele Metzner accompanied the delegates of the National Federation of Music Clubs to the Bohemian Grove, where they were royally entertained by the members of the Bohemian Club, and, to the delight of all, Uda Waldrop favored them with a selection on the organ installed in the Grove, and Charlie Bulloti sang.

Bertha Dale and Clotilde Grunsky have returned from Del Monte, where they attended the Pacific Coast Electrical Association convention. Miss Dale was one of the speakers at the Women's Committee session.

Miss Mary Mooney left for Los Angeles on Saturday evening to attend the annual convention of the National Education Association, of which she is a past vice-president. An interesting coincidence was the departure of the fleet a few hours earlier. Oh, those white caps!

Volume I, Number 1 of the Bulletin of the Yuba-Sutter Business Women's Club is a very interesting survey of the activities of this busy club. From the account of the meetings, it is apparent that there is an extremely fine spirit of fellowship as shown by the many social affairs. The interest in civic affairs is also especially evident as judged by the immediate response to requests for two scholarships, co-operation with other service groups, and a schedule of constructive and helpful speakers.

DRAMATIX!

Next meeting of the Dramatic Section will be at the club rooms, Tuesday, July 14th, at 7:30 p. m., at which time we will read several one-act dramas, still on the search for material for our Dramatic Night.

Next theater party promises to be Billie Burke in "The Vinegar Tree" at the Curran Theater. Present bookings indicate we will go on Tuesday, July 28th—keep it in mind!

Gertrude D. Tubbs, Chairman.

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BOOK REVIEW

By Susan T. Smith

Before the war had substituted sophistication for romance, the stories of O. Henry were read and talked of everywhere. There was magic in the little old New York he described and a thrill of adventure in the unexpected twist at the end of many of the tales.

Of the writer himself little was known that was truthful. He was a strange enigma of reserve and procrastination and few understood the tragedy that marked his life. Two of the friends who helped to make him famous, Robert Davis and Arthur Maurice, feel free, with the passing of years, to reveal what they know of his baffling career. The title of the biography has a glamorous sound, "The Caliph of Bagdad, being Arabian night flashes of the life, letters, and works of O. Henry." The authors are most successful with the eight years in New York, and their human and amusing anecdotes bring back all of the old charm which O. Henry's stories afforded. After reading the biography, one is tempted to turn to "Options," "Rolling Stones," or any of the other collections of his writings. They still have power to cast a spell, and are good to read aloud.

So, too, are the short stories of Rourke Bradford, whose "Ol' Man Adam and His Chillun" was the source of the successful play, "Green Pastures." The latest book is "Ol' King David an' the Philistine Boys." Both are Biblical stories as the Mississippi negro would tell them. God and His associates, David, Lot, Ruth and Jonah, are people just like himself and there is no irreverence in imputing them with like characteristics in a setting similar to his own home town. If read at intervals, there is an abundance of entertainment to be found in these unusual tales.

SEVEN TABLES OF BRIDGE AND SOME CONVERSATIONALISTS

was the record for Thursday evening, July 2nd. We had a new group in charge of the "making you feel at home" end of the evening, with Ethel Stewart as leader. The group includes Helen Brown, Katharine Kingsley, Nellie Barr and Edith Ellis. The other three group leaders are Alice Jones, Jean Kerrison and Ida Grebinar. Their committee personnel will be published next week.

1927 Continued

Alice M. Hull	Ruth D. Jansen
Anne B. Joseph	Sylvia Kempton
Katharine Kingsley	Marguerite Koughan
Lillie Kuck	Aline M. Lang
Margaret Lewis	Marcella Maden
Berenice Magness	Hazel Mangels
Virginia Marshall	Anita K. Mayer
Susan E. McGill	Sara McLaughlin
Mary W. Meehan	Mary K. Menary
Hazeldean Mitchell	Margaret M. Montgomery
Delphine Morrison	Rae Morrow

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Dinner served 5:00 to 7:30 P. M.

ELLEN S. ROBBINS, Director

Member B. & P. W. C.

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JUL 16 1931
SPECIAL COLLECTI

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 JULY 18, 1931 No. 29

Weekly Program

July 20—Book Section, 7:30 P. M.

July 21—Dinner, 6:15 P. M.
Western Women's Club.
Speaker: MR. WILL J. FRENCH.
Subject: "SAFETY IN INDUSTRY."

July 23—Choral Section, 6:45 P. M.

July 23—Thursday Open House, 8:00 P. M.

Hostesses

MORE 1927 GIRLS

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

ABOUT OUR SPEAKER

Mr. Will J. French, who will talk to us at the dinner meeting on Tuesday evening, July 21st, is the Director of the Department of Industrial Relations of the State of California, which comprises six divisions, as follows: Industrial Accidents and Safety, State Employment Agencies, Labor Statistics, Housing and Sanitation, Industrial Welfare and Industrial Fire Safety, and as such is a member of the Governor's Council, composed of the thirteen department heads, and corresponding to the Cabinet of the President of the United States. Mr. French has been almost continuously at the head of the Industrial Accident Commission, first instituted twenty years ago during the administration of Hiram Johnson, so he is a pioneer in California in the extremely important movement for the prevention of accidents in industry. The great reduction in loss of life and the constant lessening of occupational accidents during this twenty-year period are due largely to the humanitarian work of this one man, certainly one of our most distinguished Californians and a speaker whom the Program Committee is proud to present to the membership. Those of you who have had the opportunity of hearing Mr. French speak on other occasions will, we feel sure, join with us in letting the members know what an interesting talk he gives, and that this is a dinner not to be missed.

MARY SEXTON, Program Chairman.

MY FLYING TRIP

To leave Los Angeles Saturday morning and land in Pittsburgh Sunday afternoon — with a whole night's rest in a Kansas City hotel—seemed almost too good to be true. But I did it, and never was a trip more true to schedule.

At the intermediate stops for fuel and mail, we landed and took off with clock-like precision. The map furnished each passenger detailed the trip, divided into ten-minute periods, and made it easy to identify landmarks along the way. Rivers, mountains, lakes, cities, small villages passed in a moving panorama below. Except over the mountains east of Los Angeles we were low enough to distinguish houses, churches, people and cattle, and even signs on the buildings, such as factories and railroad stations.

The western part of the trip was particularly enjoyable, and one which I shall never forget. First we passed high over the mountains, and looking down could see only thick white clouds, with sometimes the reflection of our plane moving along below us. Then, coming lower, we passed over lovely Lake Arrowhead, a deep blue fringed with trees and buildings. Soon we came to the painted desert, seen in all the beauty of its yellow greens and reds.

The first day we made four stops, of ten to fifteen minutes, at Winslow, Albuquerque, Amarillo, and Wichita. The time sped by all too quickly, and three times our watches were put ahead before we landed at the Kansas City airport. The next day was even shorter, with stops in St. Louis, Indianapolis, and Columbus. Then, just as long ago in school I had traced them on the map, I saw below me the three rivers of Pittsburgh—and Home.

MARION MORRIS.

DRAMATIX!

Now comes Billie — Billie who? Why, Billie Burke! Always fascinating, I am sure she is the more so today, the years having but added that irresistible finish. We are in for a joyous evening on Tuesday, July 28th, at the Curran Theatre, in our very popular gallery. We are to witness "The Vinegar Tree"—a sour sounding shrub, I'd say, which will doubtless disclose a very sweet Billie! Kum-on with the Dramatic Section — tariff, 75 cents — and the seat is yours. All welcome! Get in touch with

GERTRUDE D. TUBBS, Chairman.

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THE POLYDORA FUND

Have you earned your five dollars for the Polydora Fund? The time limit is September 30th, and that day is gradually approaching. Some of the individuals have made good progress, and one group headed by the Finance Committee (Minnie Dumas, Belle McDonald and Ida Lord) have had tremendous success with a bridge tournament, limiting the number to sixteen members. Their first meeting took place at Minnie Dumas's new home at Baltimore Park. The ideal day, the splendid view, the marvels of her beautiful home, and the playing of the members made the first party in Marvelous Marin a great send-off for the Finance Committee. Lucia Steidel scored the highest number of points, consequently the balance of the members are after her scalp at the next session, which will be an all-day affair at Belle McDonald's country home at Black Point. Perhaps we can convince the Finance Committee that it is essential that they start a series of these bridge tournaments for the cause.

There has been some talk about a circus. Let's have one and notice the good times we will have taking in the money. Now that everyone has been hoarding up money during the depression, there is a desire to spend it, and it might as well be for the Polydora Fund and help make it a grand success.

WAYS AND MEANS COMMITTEE.

CLUB NOTES

By B. M. PIERCE

We were glad to welcome Elsie Miller last Thursday evening when she came in bringing "Greetings and Aloha" from the Velada Club, which she has now joined.

Ethel Stewart spent the Fourth with friends up at Mt. Shasta Resort.

Mrs. Rudasill drove down to Carmel and Pebble Beach over the Fourth, taking with her Miss Edith Floyd and Mrs. Merle Currington.

A letter from Jean Bishop states: "I'm living the life of Riley." She is staying with her brother for a few months in Oak Park, Illinois, and sends kindest remembrances to all the girls.

Callie Bachich spent the week of the Fourth with her folks up in Lake County.

Jane Smith drove her mother down to the Santa Cruz Mountains over the Fourth.

Golden Gate Park and the "Zoo" are claiming Estelle Walker, who is staying home on her vacation, just enjoying San Francisco.

Here is another achievement: Mrs. Mae Barr Long finished twenty-five years of service in the State Division of Insurance on June 12th. She started in as the only one in the department and continually rose up until she is now Deputy Insurance Commissioner for the State of California.

Calaveras Big Trees claimed Hilda Gohrman over the Fourth. She drove down and said it was extremely hot.

Blanche Newton and Jeanne Goodwin spent the Fourth at Inverness.

Ethel M. Hamilton of Mountain View writes she is now back from her work in New York and resting up in order to undergo an operation for appendicitis. For the time being her address is c/o Dr. C. I. Hamilton, 2171 Shattuck Avenue, Berkeley.

We had guests from distant parts this week: Gertrude Potter from Portland, Maine; Frances Sexton from Nogales, Arizona; R. Olive Martin from Missoula, Montana, and Mrs. Whitman, secretary and publicity chairman of the B. & P. W. C. of Tacoma, Wash.

Mabel Pinger and her aunt are spending their vacation at Saratoga.

Vestina Smith and her mother have just returned from an interesting trip to the Feather River section, including Reno in their itinerary.

Gertrude Mowder writes us from Dixon, where she is visiting friends on a ranch and having "one big time." She is getting stronger and hopes soon to be back to her regular routine of living again.

The latest thrilling news: Mr. Fred Gieser and Miss Mary Menary announce their marriage Wednesday, July 1, 1931, at Reno, Nevada. Congratulations to the business manager of THE BUSINESS WOMAN, and we wish you every success in your new management.

A TRIBUTE FROM A MEMBER

To the Business and Professional Women's Club of San Francisco

n the cosmopolitan city of San Francisco,
Overlooking the Golden Gate,
s a commonwealth of wonderful people,
Fine, upstanding, straight;
Descendants of hardy races,
Stout hearts that never quaver,
People of vision, tolerance and faith,
Who never from their purpose waver.
Builders of empires and civilization,
Pioneers of things worth while,
Sorrow or happiness, joy or disaster,
They take them all with a smile.
And the cream of them all is a group of women,
The Business and Professional Women's Club,
Women with priceless understanding,
Beneath whose crisp efficiency tender hearts throb;
Who never let the sordid cares of a critical world
Down them; they keep their spirits high;
They form the backbone of a nation;
Their motto is, "To do or die";
Women in every walk of life,
With ideals that are fine,
Whose footsteps never falter
From the straight and narrow line;
Women who are an inspiration
To those of us in the rear guard
Who still are struggling forward,
Lighting the way that is hard.
Women with minds keen and brilliant,
Hearts that are loyal and true,
Business and Professional Women,
My reverent salute to you!

MARGARET CHUNG, M. D.

June 30, 1931.

Thank you, Dr. Chung. We hope we shall never shatter these ideals.

TWENTY-FIFTH ANNIVERSARY OF SOLARI'S GRILL

Marking the twenty-fifth year at the same location, 354 Geary Street, Mrs. Mary K. Solari will celebrate her silver jubilee in business on Monday, July 13th. We extend our congratulations to Mrs. Solari on what may be termed an epochal achievement in San Francisco's after-the-fire annals. On July 13, 1906, Mr. Joe Solari opened the restaurant, which is a noted San Francisco landmark and a rendezvous for visiting celebrities, artists and writers. It is mentioned in many novels and travel books. Since Mr. Solari's death in 1917 the business has been successfully conducted by his widow, Mary K. Solari, whom we all know as a woman of sterling business integrity and an enthusiastic and energetic promoter of any movement that stands for the good of civic welfare and humanity in general.

Mrs. Solari has been a club member since 1918, shortly after taking on the complete responsibilities of her business, and a number of the club members honored and paid tribute to her on the occasion of her business rounding out a quarter century of success by assembling at the Grill for dinner on Monday evening and presenting her with a token of the esteem in which they hold her as a friend and an outstanding business woman. We wish her a continuation of the splendid success she has enjoyed in the past and are proud that we can count her as one of us.

IMPROMPT-I

How about a jaunting to Mills College! Ever been? 'Twould be a glorious afternoon in the atmosphere of culture. One o'clock Key Route Ferry, arriving after 2; an interesting art gallery invites; an enchanting concert of chamber music by the Brosa Quartet, a little over an hour; a wander about and then—a cozy locale where we may refresh with tea. How's the itinerary react? For ten or more, cut rates to the concert—fifty cents, plus carfare, boat fare—tea—a Big Day for less than $1.50. Sunday, July 19th, 1 o'clock Key boat—be there. Advise DOuglas 2945 in advance, if possible; even so, come at the last moment and have that day with

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Assistant Vice-President

BOOK REVIEW

By Susan T. Smith

Three women poets have published books this year, all alike in their spirit of mockery, though differing in poetic form. Edna St. Vincent Millay in the "Fatal Interview" has used the Shakespearean sonnet to express love and frustration. Dorothy Parker finds the short lyric a most perfect medium for "packing truth into the twist of a line." Her latest volume bears the significant title, "Death and Taxes." "Opus 7," by Sylvia Warner, is my favorite of the three, perhaps because the author can be so tenderly ironic. Rebecca, a village derelict with a fondness for gin, is the central figure in this long narrative poem, and how she assuages her thirst with lovely blooms in her garden is the theme. Her business career was successful but not one to emulate.

Claud Houghton, the author of "I Jonathan Scriviner," has written another novel of vivid action and movement. It is entitled "A Hair Divides" and is based upon a line of Omar, "A hair, they say, divides the false and true." England and the Continent from 1910 to 1930 form the background for the study of the conscience of a murderer and the cold fear that never leaves him. He himself says: "What a hair line there is between security and the abyss!" There is no mystery to solve, but this in no sense retards this absorbing tale and the final retribution, coming so unexpectedly at the finish.

MORE 1927 GIRLS

Maude Nerva	Dalphine O'Brien
Lynn O'Brien	Lelia Petch
Muriel Pettit	Meta Bolte Powers
Dorothy Rankin	Madge Griffin Radelfinge
Jessie Reid	Nell E. Reed
Elfrieda Ribitzky	Paula Ringressy
Pauline Roberts	Carita Rogers
Julia Rossou	Edna Ayers Rowe

Jean Kerrison's group is on duty tonight, July 15th. There will be a little surprise from two members — Mable Blackmar and Mary Day Barnes — who are the owners of "Mary Eleanor," that splendid place to eat. Better come and see what it is, and have a little chat with your friends at the same time.

Everyone is busy, but you do need some relaxation and there is no more restful spot than Room 409 of the Western Women's Building.

1927 has not been very well represented in the hostesses' circle of chairs so far. We hope to have a double line of chairs for you some night. Remember to come any night between now and August 27th, and be sure to remind whoever is in charge that you are 1927 so that you get a good seat.

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JUL 23 1931

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | JULY 25, 1931 | No. 30

Weekly Program

July 28—Dramatic Section, Curran Theatre.

July 30—Choral Section, 6:45 P. M.

July 30—Thursday Open House, 8:00 P. M.

Hostesses

LAST OF THE 1927 GIRLS

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

OCT - 3 1931 RECEIVED

NORTHERN DISTRICT MEETING

Sunday, August 2, 1931

Burlingame and San Mateo, *Hostesses*

ELECTION OF OFFICERS. Be there to see that the right people are put in.

This is the last meeting before the State Convention. Let's get spirited up for the State Convention so that those who go may be able to do Northern District proud. The spirit behind the delegates is what makes them put things over.

Burlingame and San Mateo know how to do things. It's a grand place to go this time of year. Notices as to place of meeting will be sent by hostess clubs.

Let's be frank at this meeting. Discuss things we could have done better in the District, and suggest things we need to do next year. This will help the new officers.

Bring any songs you may have to sing at the luncheon.

Board meeting, 9:30.
Business meeting, 10:30.
Luncheon, 12:30.
Expect to see every club represented.

MARIE A. GREENE,
President, Northern District.

In just another month our Chairman will have to prepare her report for the Convention, and in order to facilitate matters, will the members kindly send in their subscriptions to the Ada Margaret Brayton Endowment Fund for 1931, as soon as possible and before August 15, 1931.

ISABELLE E. BANZ,
Deputy Chairman.

IMPORTANT NOTICE TO MEMBERS

Article XII, Section 3, of the By-Laws, reads as follows:

"Delegates to any Federation of which the Club may become a member shall be nominated by ballot at a regular business meeting one month prior to the convening of the Federation, elected by ballot within two weeks thereafter. If notice of said meeting does not come in sufficient time to nominate and elect such delegates as herein provided, delegates may be nominated and elected at the earliest possible time after receiving such notice. The President of the Club, by virtue of her office, shall be a delegate to any Federation or Convention at which the Club shall be represented."

Therefore, at the business meeting on August 4th, we shall nominate delegates to the Convention of the California Federation of Business and Professional Women's Clubs, to be held at Coronado, September 10th, 11th and 12th—and *elect* delegates on August 18th.

JEAN E. KERRISON, Secretary.

DRAMATIX!

Dramatic Section is meeting at the Curran Theatre, Tuesday, July 28th. Enjoying Billie Burke in "The Vinegar Tree." Members welcome to be with us; tickets 50 cents, plus dues, 25 cents. Few seats left, so if interested, get in touch with

GERTRUDE D. TUBBS, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Club Reporter.....Dr. Phillis Bourne
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CLUB NOTES

By B. M. Pierce

Dr. Bourne is now back from her vacation and will again receive the Club's news items.

A card wishing all members "Aloha" was received from Helen Mahlum, 811 Eleventh Avenue, Honolulu, T. H. She expects to return soon to the Mainland.

An item in the Sacramento *Bee* tells of the wedding of Miss Daisy Miles to Mr. Geo. H. Vose, of Los Angeles, on July 4th. Her future residence will be in Los Angeles. Mrs. Vose was a former member of our Club and a more recent member of the Oakland Choral Society. Our best wishes to Mr. and Mrs. Vose.

Mrs. Berenice Magness is spending her vacation at Calistoga.

We are sorry to hear that Stella Kirby has given up her Beauty Shop and moved down to visit her daughter, Mrs. R. Hilbert Manley. Her address for the present is 1510 Manley Drive, San Gabriel, Calif. We will miss Mrs. Kirby.

Ida Reed has returned from a glorious vacation spent with her nephews at Lake Tahoe.

This week the Federation of Women's Clubs is honoring Mrs. Mary Solari with a luncheon on her silver anniversary.

We are very glad to hear that Miss Jean McEwen, who is vacationing at the Feather River Inn, is recovering from her recent illness.

Mrs. Anna Hunt will be hostess this week for the Soroptimist Club, at their Round Table meeting to be held at the Elks' Club.

Miss Nell Boardman held one of those "Polydora" parties at her home last Saturday evening.

Miss Ethel Stewart is leaving this week on her vacation to be spent up in Lake County.

Nettie Smith sends a card from Victoria saying she is having a most enjoyable trip with the "Sciots."

Feather River country will be the vacation place of Sarah Ann Magill for the next week.

Miss Hazel Ramon is having a most delightful trip driving up the Redwood Highway, stopping off at Crater Lake, The Dalles, Portland and other places of interest.

The Hottinger School of Commerce has moved from its Market Street address to Suite 212 in the Mills Building, in the heart of the business and financial district, which they feel will be a distinct advantage in securing positions for their students upon completion of their courses. Enrollment for the fall term is now open.

We are sorry to learn that Lydia Johnson is at home with neuritis, but hope she will soon recover and be able to participate in club activities again.

Have you noticed the *Chronicle's* publicity on the "Jane Friendly Home Economics Department," which is giving a series of courses to help women express themselves in tasteful homes, smart attire, well planned meals and the elements of personal charm? And did you know that "Jane Friendly" is none other than our own member, Dorothy Rankin?

Make your reservations for the

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THIRD AND FINAL NOTICE

This is positively your last opportunity to get your correct address in the new roster, as we will ave it in the printer's hands by August 1st. Whether or not you have changed your address since the ast roster was printed, please send in your blank.

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

Advertising is being solicited for the forthcoming roster. Now, more than ever, it is wise to advertise, and the roster is an excellent medium, in that it will be permanently before the membership for a year or two. Anyone having a service or product you would like to have us patronize, seize this opportunity. Get in touch, at once, with Ethel Woodruff, or Mrs. Burlingame, for information as to details.

GERTRUDE WISE, Chairman.

THURSDAY OPEN HOUSE NOTES

In spite of vacations, counter attractions and the usual summer inertia, we continue to have about forty guests on Thursday nights. On the 16th we had a little surprise furnished by Mable Blackmar and Mary Day Barnes, of the Class of 1927, and "Mary Eleanor." This took the form of forty delicious little cakes each with a lovely frosting and a candle in a rose holder in the center. Thank you so much, "Mary Eleanor," and we are sorry that you could not be with us to see how much we enjoyed them. (Miss Blackmar is spending her vacation in the Yellowstone, and Miss Barnes is "holding the fort.")

Completing the list of 1927 girls, we have:

Jennie Sanford
Katharine Schmelowitz
Geraldine Shannon
Elizabeth Smith
Bertha P. Stalder
Kathryn Stone
Gertrude Tubbs
Florence Vance
Ina M. Wallace
Marie Wilkening
Vesta Page White
Edith Wakeman
Mary L. Schaaf
Josephine Semorile
Gussie Smiley
Evangeline Spozio
Henriette Steinegger
Ruth Tonkin
Lotta Turner
Eleanor Walker
Ruth Walsh
Lizzie C. Washburn
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BOOK REVIEW

By Ethel L. Maxwell

"Realism In Romantic Japan," by Miriam Beard, daughter of Charles and Mary Beard, is a sympathetic and understanding study of the Japanese people and life in Japan today under Occidental civilization against a background of history and culture receding into the dim darkness of ages before the Christian era. The struggles of all classes of society to adjust their traditions, their religion, art and customs to the machine age provide extremely interesting material. The book is in three parts: "The Great Bronze Face" deals with the impressions made on the newcomer in Tokyo, impressions of people, places and things. "Such a society asks of the traveler more than passive wonder. It demands active response to its problems and undertakings, and would draw him into the search for a key to national riddles."

Which leads the author to the second and third parts: "This Fleeting World," a consideration of social questions, the universities, the theatre, painting, politics, the peasant farmers and a number of other elements entering into the diverse life of the Japanese people today and presenting in a stimulating and thought-provoking way a very complete cross-section of a complicated social system.

The third and shortest part of the book, only four chapters, "In the Twilight of the Good Old Days," is probably the most fascinating to the casual reader who may know but little of the hoary antiquity of Japanese civilization. "In Nara we are face to face with a legendary past, for some of its buildings are among the oldest in Asia," one antedating the Taj Mahal by about eight hundred years. It is in fact the world's most aged wooden building; the Todaiji is the largest wooden structure, and the museum, "the Shoso-in, is one of the very few places on the earth where valuables so ancient have been obtained without excavating and in their original position." This delightful book of Miss Beard's is just the one to balance your vacation diet of lighter fare and "summer fiction."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 AUGUST 1, 1931 No. 31

Weekly Program

August 4—Dinner, 6:15 P. M.,
BUSINESS MEETING,
Western Women's Club.

August 6—Choral Section, 6:45 P. M.

August 6—Thursday Open House, 8:00 P. M.

Hostesses

Ethel Stewart, Chairman
Nellie Barr Edith Ellis
Helen Brown Katherine Kingsley

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

SAFETY IN INDUSTRY

One of the most worthy purposes in our present industrial system is the study and prevention of accidental injuries.

Mr. Will J. French, Director of the Department of Industrial Relations of the State of California, who for the past twenty years has made this humanitarian movement his life work, told of the efforts that have been put forth and the progress that has been made, especially in the field of industry, where men and women are often grievously injured in the course of their employment. In his quiet, pleasing manner, Mr. French gave a highly interesting account of the work in which he is recognized as an authority and in which he has attained a high degree of efficiency.

The speaker quoted some startling figures of industrial deaths and injuries and he outlined the very beneficent provisions of the Workmen's Compensation Law as compared to the old law of Employer's Liability.

Mr. French told how, aside from the mechanical safeguards that had been introduced, which represented about 25% of safety, educational activities, which included both employees and employers, comprised another 25%. Foremen and their men are encouraged to safeguard themselves and their fellow workers. In this shop safety work a very efficient system has been established, the efforts of the men are stimulated by prizes and a sense of pride and honor in achievement, and in addition the employer reaps an economic benefit. The men are encouraged to make their own safety suggestions and are rewarded for all those which are adopted. A new type of democracy is being built up by this co-operative movement between employer and employee in which they carry on a worthy work resulting in mutual benefit.

The speaker drew a picture of the old-time conditions under which most men worked up to recent years. Dirty shops, poorly lighted, with careless, unsafe conditions in which men were exposed to many hazards and which were depressing to the spirit and detrimental to efficiency. The recognition of this has led the modern employer to provide clean, bright, well-ventilated and safeguarded premises and improved facilities for the workers.

He reminded us of the new causes and nature of accident which had been brought in by the advance in transportation. Today we have automobile and airplane accidents, as both forms of transportation present very serious hazards. Courtesy was stressed as being important in the prevention of accidents. The U. S. Bureau has been conducting highly satisfactory experiments with radio underground, the use of which is calculated to aid in rescue work in underground disasters. The safety problem has become a matter of university study and a device has been perfected by which ships at sea may be located and the distance from land and the depth of the water be ascertained; also a device by which an aviator can tell how far he is above mountain peaks. As a result of the lesson taught by the sinking of the *Titanic*, an electric device has been perfected by which the officer on the bridge can tell just what area of the vessel has been damaged in a collision and he knows what compartments to have closed. It was this device which enabled the captain of the *Malolo* to save that vessel when she was rammed on her maiden voyage in Atlantic waters.

Mr. French's talk comprised much that was interesting and instructive and in conclusion he left the safety slogan with us: "The acid test of civilization is the conservation of human life."

SARAH A. MCLAUGHLIN.

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CLUB NOTES

By Dr. Phillis Bourne

"Greetings to all" were sent from the quaint city of Quebec, on July 17th, by Anita K. Mayer, but the latest bulletin of Mrs. Mayer's travels tells us that she arrived home on July 27th.

Gertrude Rogerman has gone back to the good old way of making a mountain trip. Just listen to her note from Granite Lake: "Dear Members: Since we have a chance to get mail out today (July 14th) I will drop a short note. We hiked in here yesterday and established camp. It took about fifteen pack animals to get our supplies and equipment in and we are some 10 or 12 miles from the nearest postoffice or store. To get into camp on this lake, it was necessary to drive to Mono Lake, then 17 miles southwest to Silver Lake, which is our nearest store; from there we (26 of us in all) hiked into camp. The mountains around us tower over 13,000 feet—make one feel so small, although our camp is at an elevation of 9,704 feet. There are several glaciers on both Mt. Ritter and Mt. Banner seen from camp, and when we climb either of these peaks, we will have to cross some of the glaciers."

Daisy Bruhn and her mother are spending their vacation in that delightful little town of Saratoga, where you can get those divine cream caramels.

Lily Tufts has just returned from Salt Lake City, being called home on account of the sudden death of her mother. The club extends deepest sympathy to you, Miss Tufts, in your sorrow.

Anna C. Clapp seems to be spending an enjoyable summer traveling through the East. At present she is at Newport, R. I.

Eva Smith Hackett has gone to Yosemite for a well-earned rest and vacation.

Ida Reed had Ethyle E. Avis from Pomona as her guest Tuesday evening for dinner. You will recall that Miss Avis had charge of arrangements for the Southern District Convention.

Frances E. Longfellow, from Machias, Maine, was a guest on Thursday. She belongs to the B. and P. W. C. of Bangor, Maine.

Cornelia Seeley writes from Denver that during the recent National Federation of Music Clubs' Convention she dialed in and heard our Choral singing and enjoyed the program very much. She is staying with her mother longer than she had planned because it seems so good to be home. Ruth Shaw stopped over for a short visit on her way back from Nebraska. Miss Seely wishes to be remembered to all the members.

Mrs. Susan McGill is planning on taking a trip up the Redwood Highway. After her return she will be at her own home in Mill Valley.

Mrs. Spozio and Mrs. Crandall spent the last week-end in the Santa Cruz Mountains.

Mrs. Jessie D. Whittern, acting president of the B. and P. W. C. of Palo Alto, together with sixteen other members, came up to the city last Tuesday evening to witness the performance of "The Vinegar Tree." They were seated directly back of our Dramatic Section, and needless to say there were many greetings exchanged.

The Finance Committee held the second of their bridge tournament series at Belle McDonald's country home at Black Point. At this writing we have not heard as to who heads the list with the highest score, but 'tis suspected that Lucia Steidel has been supplanted. From the many remarks we have heard, it was another ideal day, and the Ways and Means Committee still insists that it would make many more members happy if the Finance Committee started a series of these tournaments—that is, they are insisting without consulting the generous Finance Committee.

New Addresses

Mildred Adams, 1000 Powell Street.

Jean Kerrison, 801 Baker Street. Phones: Office, SUtter 1706; Home, WAlnut 0930.

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BOOK SECTION

To make "mountains out of mole hills"
Is not an easy task,
But leave it to this section
To do the thing you ask.

You know last Tuesday evening,
Our program seemed O. K.;
We were to have a session
In a good old Fourth o' July way.

We volunteers invited,
To turn back memory's page,
And bring to this our meeting
A "piece" from school days' age.

So many hands we counted,
That we began to fear
All present would be talent;
No audience seemed near.

What happened to our talent
Is what we'd like to hear,
For when the show was ready,
They all failed to appear,

We called upon Miss Kelly
To give a book review,
For when she's on this subject,
Her equals are but few.

And standing there before us,
Adorned with red scarf tie,
Her necklace beads a'matching,
She was pleasing to the eye.

Next Jeannette, our chairman,
Arose extemporé
To read about the old bell
That rang for Liberty.

A magic wand seemed wafted—
From somewhere came Mrs. Wise
With many recitations,
A pleasant big surprise.

'Twas such a happy evening,
Just brimming o'er with thrills,
And thus we formed a mountain
Out of tiny, wee mole hills.

A MEMBER.

The next time you are in the club rooms, be sure to sign your name on the lovely placard donated by Nettie Smith to THE POLYDORA FUND; that is, those of you who have already signified your intention to earn $5, as well as those who intend to sign up to earn that amount.

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"WORK WITHOUT PAY"

Women who are listed as housewives by the census have work to do, but they are not "gainfully employed." Their work draws no wages, but is paid for in the satisfaction of running a home and bringing up a family. Of the 37,000,000 women in this country, the census estimates that about 10,000,000 are employed in "gainful occupations." Most of the rest, well over 20,000,000, do all the work involved in keeping house. They are thought of by most Americans as filling the traditional place of woman. Their husbands earn the money to pay the rent, buy food and clothing and other necessities, and they care for the home and the children. That arrangement has been regarded as desirable for so long that it has acquired the validity of accepted custom. Women who work for money are part of the modern trend, out of line with tradition.

An opposite point of view is presented by Mary Ross, in a chapter from her forthcoming book, in *The Parents' Magazine.* She believes that the ten million in "gainful occupations" are closer to the older, genuine traditional lot of woman than the housewives. One or two other magazine writers have lately presented a similar analysis of working women. There seems to be a growing realization of the fact that only during the last century have women been exempt from doing their share of the work of the world. Recently it has been accepted as a matter of course that women need not — in fact, should not—share in the economic support of the family. But before machines did the many home tasks better and more cheaply than women can do them now, the housewife's financial contribution to household maintenance was often close in money value to the man's. She and her children were an economic asset to her husband and to the community.

Under the present scheme, when almost everything is made outside the home, the wife and her children constitute a liability. They are encumbrances to a man in a shifting industry—to a man who runs a taxicab, for example—but they were an important aid to a man who ran a farm or his own small shop. Women have too much sense to think they can make up the difference in income by making over clothes, canning fruit and vegetables, and doing all the housework their grandmothers did. Until machinery took these tasks from them, women have always earned their way. They would wish to now, but they have to find new ways to do it. If they cannot do it at home, they must in offices and factories and shops. They are not attempting to do what women have never done before; they are merely trying to get back to their traditional place in the world.—Reprint from New York *Times,* July 15, 1931.

NOTES OF THE OPEN HOUSE

The class of 1927 will have opportunity during August to make up for the time they have lost in coming forward as hostesses.

Your name has appeared during July and you are welcome to appear at any meeting during August and take your place in the hostess line. Just mention to the chairman of the evening that you are a hostess.

We were honored last Thursday by a call from Mrs. Barry, president of the California Federation of Women's Clubs, and Mrs. Purnell, executive secretary of that body. They joined us in a cup of tea and then had to leave us.

Florence Attridge has consented to take charge of the reception work on Tuesday nights and special occasions. She will have a committee which will be announced later. You will find her waiting to greet you at the business meeting next week.

Look for the names of Ethel Stewart's "Service Squad" in the box on the front page. These girls will be in charge on Thursday nights falling on July 30th, August 27th, September 24th and October 22nd.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 AUGUST 8, 1931 No. 32

Weekly Program

August 10—Book Section, 7:30 P. M.

August 11—Dramatic Section, 7:30 P. M. Club Rooms.

August 13—Choral Section, 6:45 P. M.

August 13—Thursday Open House, 8:00 P. M.

Hostesses

Alice Jones, Chairman

Bertha Brown — Sara Rosenberg

Vestina Smith — Isabelle Wilkie

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

SKETCHED IN MOONLIGHT

The soft, silver moonlight is shining into my room.

The same lantern that, earlier this evening, lighted the road before us as we returned from Black Point.

This was the second game of the Finance Committee's bridge tournament; which is the method through which Miss Lord, Miss Dumas and Miss McDonald are participating in the Polydora Fund. It was held at Miss McDonald's summer cottage at Black Point. A long, restful day; we arrived about 11 o'clock and did not leave until evening. Twenty-one sat down to a wonderful dinner, served outdoors. The early part of the afternoon was given over to bridge, leaving the rest of the day for walks or just resting in the sunshine. Supper was served at 6 o'clock. We most reluctantly said our goodbyes; for we had enjoyed a day of generous hospitality. As to the bridge scores; they speak for themselves, some in accents quite distinct, and others just murmuring. The complete score to date is posted on the bulletin board in the Club rooms.

There was something about the day that gave substance to the spirit that animates this Club. Something that sharply outlined those values that all of us come to realize as we grow along with the Club.

It was more than the second game of the tournament and delightful repasts. More than that lovely prospect of winding blue river, tawny meadow and shadowed mountain. We sat under the trees, in the westering sun; candidly exchanging opinions on subjects that ranged from the financial page and European courts to the front-page sensation, with alert and buoyant viewpoints. Here was a cross section of the Club; members of the first years and those whom we have just welcomed in 1931. Members whose abilities take them into widely separated fields.

It seemed to me that occasions such as this do more than just create moneys for the fund. They create that social life that brings the members into a deeper knowledge of each other, and a closer bond of friendship.

Friendship. Helpful understanding. Quick sympathy. Inspiration. The privilege of traveling the road of business adventure with those already distinguished. Ever mindful that what one woman has done, another can do.

All these things have I cherished today. Yet feeling that I do not speak alone, but that this is also the litany of other members. So I shall not sign my name, being just one of many, but with a deep appreciation still for the privilege given me of serving the Club, I am

ONE OF THE PAST.

THURSDAY NIGHT

Attendance these vacation days is not large but is made up in the chance for added pieces of cake and cups of tea for those present. Last week we had our Honolulu friend, Elizabeth Dutot, with us for the first time in a long while. Come oftener, Elizabeth.

Those 1927 girls all seem to be somewhere else on Thursday nights, but Julia Rossou was with us, so they were represented at least. We hope to see a large delegation this week.

The Commissary Generals are both out of town. If you want a good trip, just tell Mrs. Crookston you would like to sell recipes and you will get a chance to go somewhere right off.

Tuesday Night

Florence Attridge's committee consists of

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Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Second Vice-President.....Bertha J. Dale
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Berenice Magness
Auditor.....Alice Kennedy
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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Callie Bachich, Alice Kennedy and Charlotte McClelland. You know these girls are very gracious hostesses, so you may be sure of hospitality for your guests at dinners, but when you bring a guest, introduce her right and left yourself, in addition, and find a place at the table where she will meet your friends.

You will find the names of this week's special hostesses on the first page.

IMPROMPT-I

Duplication—a Trip to Belvedere. Eighteen of us took that little tour last year, and another seems in order on Sunday, August 8th. Meet at the Sausalito Ferry at 9:40—boat leaves on time, at 9.45! Two water spasms before arriving at Tiburon—Great! Then—well, quite a walk, not strenuous, but lengthy! Scenery, all the while. Next—Eats and chatter and "un-lax." Total outlay 'bout $1.25, so join the caravan of that

IMPROMPT-I.

NORTHERN DISTRICT MEETING

The Board of the Northern District met on August 2nd, with the Burlingame Club acting as hostess for a very enjoyable day, a delicious luncheon at the Benjamin Franklin Hotel at San Mateo, and a splendid symphony concert at the Woodland Theatre, Hillsborough. While the meetings of the State Board of the Northern District are ostensibly for the transaction of necessary business of the State Federation and the District actually they prove to be days of delightful outing and recreation for the members fortunate enough to attend.

Short reports by the various State and District officers must be summarized for lack of space: Ada Brace, State Chairman of the Ada Margaret Brayton Endowment Fund, reported a balance of nearly $3,000 in the fund, and urged the members to give to the committee the same loyal co-operation in the future as it had in the past. The luncheon on Friday, September 11th, during the State Convention at Coronado, will be given over to a program in the interests of this fund.

Callie Bachich stated that fifty State Federation pins had been sold, and in this connection, just before adjournment, Ann Duffy, outgoing Director of the Northern District, presented Marie Green with a District President's pin in a sincere and simple little speech that voiced the appreciation of the member Clubs for Miss Green's two years of service.

Orah Howard reported on Constitution and By-Laws; Jean Doub on Legislation; Edith Johnson for Carolyn Weber on Rates by Rail and Water to San Diego. The report of the Nominating Committee was made by Mrs. Beulah Schindler, as follows:

President—Mrs. Mable Gregson.
Vice-President-at-Large—Miss Jane Frye.
Treasurer—Mrs. Marion Riley.
Auditor—Miss Carol Floyd.
Recording Secretary—Frances Burkett.

The State President, Ida Reed, was greeted most enthusiastically, and in a short speech outlined some of the changes which will be discussed at the Convention. Miss Reed concluded by extending a cordial invitation to everyone to attend the Convention at Coronado.

Gertrude Tubbs reported on plans for the Bird Breakfast of the Northern District at Coronado, and made suggestions as to head dress, costumes, table decorations and other details.

The luncheon was marked by a delightful spirit of informality. Mrs. Schindler, President of the Burlingame Club, presided in a particularly charming manner, introducing each State and District officer, who all responded with the shortest speeches on record. The meeting was adjourned at 2:00 o'clock, and we were taken to the Woodland Theatre for a concert, which ended a delightful day in a fitting manner.

ETHEL L. MAXWELL.

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Room 705

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CLUB NOTES

By Dr. Phillis Bourne

From Alberta F. Dozier in Yellowstone Park came the following card: "I have been at the University of Montana for six weeks and now I am seeing Yellowstone, then going to Denver via the Royal Gorge to attend the World Federation of Education Association. Lovely vacation!"

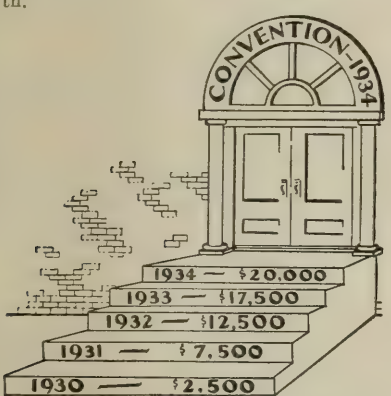
The Club extends deepest sympathy to Ida J. Lord in the passing away of her aunt, Mrs. Blanchard.

Mary Sexton must like a hilly city. She has gone to Seattle for her two weeks' vacation.

While Anita Harris Ludwig must like it warmer, for she has gone to Los Angeles for the next two weeks.

Nell Reid has just returned from a most enjoyable vacation to Alaska. She went with the Y. M. I. group.

Dr. Susan Harris Hamilton sails Saturday, August 1st, on the *H. F. Alexander* for Seattle. She is going as a delegate to the thirty-fifth meeting of the National Osteopathic Convention. While in Seattle she will stay at the Olympian Hotel, which is also the Convention's headquarters. Following the Convention, Dr. Hamilton plans to take a well-earned vacation, possibly going as far north as British Columbia, and will be back here August 17th.



For those who have not as yet subscribed to the Ada Margaret Brayton Endowment Fund, it is but two weeks before our Chairman prepares her report for the Convention. We are desirous to have all moneys in by August 15th, and urge the membership to do their part. Last year we made a good showing, and we want to do the same this year. Please remit the 2c per week or $1.04 to:

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TRANSPORTATION RATES TO CONVENTION

Mrs. Carolyn Weber, Chairman of the Transportation Committee of the California Federation of B. & P. W. C. Convention, to be held at Coronado, gives us the following information regarding rates:

Rail Fare

Leave San Francisco night of September 8th, landing at Los Angeles morning of September 9th.

$10.00 round trip to Los Angeles. Berth, $4.50 each way.

Round trip fare to San Diego, $5.00 via either Greyhound Bus or Santa Fe Railroad.

Total, $24.00—return limit morning September 15th from Los Angeles so as to arrive at San Francisco by midnight, September 15th.

Water Fare

Leave San Francisco afternoon of September 8th via Los Angeles S. S. Company's *Yale,* arriving at Wilmington morning of September 9th at 10:30 o'clock. Thence by bus to San Diego.

Round trip fare, $19.00—berth and meals included. Or, if the majority should desire, arrangements can be made to stop over in Los Angeles during day of September 9th and proceed that evening by bus to San Diego—85c additional. Return limit, 10 days.

Steamer leaving San Diego Sunday morning, September 13th, at 9:00 o'clock, direct to San Francisco, arriving 10:30 a. m. Monday, September 14th, for those wishing to leave immediately after the Convention.

If any of the members desire to make either of the above reservations, please get in touch with Mrs. Carolyn Weber, care H. F. Jones, 417 Market Street.

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THE PERFECT HOLIDAY

The secret is that our holidays should rest not only our minds and bodies, but our characters, too. Take, for example, a good man. His goodness wants a holiday as much as his poor, weary head or his exhausted body. I wonder if he should not rest it by becoming for three weeks a bad man. Instead of sitting quietly on the pier, as he now does, he might pick a pocket or two. On returning from a sail in a boat, he could bore a hole in it. In his hotel he could mix up the boots, turn out the electric light, and decamp without paying his bill. Such expenditure as his holiday involved might be met with a forged check. On returning to town all the errors of the three weeks could be rectified; the handkerchiefs and purses returned to his victims on the pier; provisions made for the survivors of those who had been drowned when the boat filled and sank; and so forth. But that is not the point. The point is that he would have had a complete holiday. Similarly a wicked man should rest his wickedness and devote his month at Brighton to good works.

I do not, I confess, see, in England, any period of prosperity for my plan; but it is sound, nonetheless. Perhaps the nearest practicable advice to it that one dares to give is that on a holiday we should endeavor to change the conditions of our life in every way possible. Only thus can a holiday be, for those of us who are active and restless in mind, a genuine rest. For it is not idleness that such require, but a change of employment. — From *The Golden Book,* by E. V. Lucas. (Clipped by Henri Napier Carmer.)

DRAMATIX!

Our last meeting, held at the Curran Theatre, contacting Billie Burke, drew fifty-seven varieties! Listens well, 'cause those quarters are building up our expense fund for the Dramatic Night in November, enabling a larger turn-over to the Club.

Next meeting, Tuesday, August 11th, will about complete the preliminaries in selection of plays and assignment of parts—we are one our way for the Big Night.

Gertrude D. Tubbs, Chairman.

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SPECIAL COLLECTIONS
OCT 13 1931

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 AUGUST 15, 1931 No. 33

OCT - 8 1931

Weekly Program

August 18—DINNER, 6:15 P. M.
Western Women's Club.
Speaker: HENRY H. HART.
Subject: "Chinese Language and Literature."

August 20.—Choral Section, 6:45 P. M.

August 20—Thursday Open House, 8:00 P. M.

Hostesses, August 13
Jean Kerrison, Chairman
Belle Banz Emma Gries
Lydia Floan Sylvia Kempton
Jessie Reid

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Many of the members will remember with much pleasure the delightful talk, with pictures taken by himself, which Mr. Hart gave us on a previous occasion, on scenes in and around Peking. He has become thoroughly familiar with the different civilizations and cultures in the Orient, having made eleven trips across the Pacific Ocean, and really having spent as much time in the Far East during the last thirteen years as he has spent in his native San Francisco. Having a remarkable ability for the acquisition of foreign tongues, Mr. Hart has gained a sufficient mastery of the Chinese language to translate many of the poems of this ancient people into English. He has recently published a book of such translations, or rather, it is just now off the press in Peking, and has another in preparation. He has made a profound study of the language and literature of China, and is said to have the largest private library of Chinese books on the Pacific Coast. Translations of Chinese poems by Mr. Hart have appeared in *Poetry* and other American magazines previous to publication in book form. The Program Committee is glad to have secured for the Club a man who speaks with the authority of research and scholarship, and at the same time has proved himself on a previous occasion to be a charming speaker. Mr. Hart will be happy to answer questions on the fascinating subject of the Chinese language, and the Program Committee has one all ready, suggested by a remark of our Second Vice-President, Miss Dale: The meaning of the characters representing a woman and a house, two women and a house, and three women and a house.

PROGRAM COMMITTEE.

SHADOWS TOWARDS THE EAST

A Man and I were talking the other day about women in business.

"Have you noticed," he asked, "that most women, as they get older, get to look and act alike?" I have pondered over that observation many times since, looking for the answer among the women whom one would index as "alike" and those who stand out as personalities.

I feel the Man was thinking not so much of dress and manner, as of that outward appearance which is the reflection of mental attitude. It is true that as we get older, it takes a certain determination not to "let down"; and that to insure our values we must always be alert and enthusiastic. I feel that is the answer—the antidote against "getting to look and act alike"—maintaining our interest in life.

An interest that encompasses many things. Interest in personal appearance. In a program of recreation; this is a means of self-preservation, for pleasures are figures in the pattern of efficiency. Interest in education with special reference to one's own line of work. Recognizing the necessity of keeping our independence and of holding firm opinions; but in that independence not forgetting the welfare of our companion. Developing the ability to turn our thoughts inwards on the things we already possess and to make those things live.

And beyond the materialistic, developing the spiritual self, without which no life can be complete. Taking time to write one's own book of philosophy in the quiet groves of contemplation.

Learning that real peace, contentment and kindness dwell within; creating such sources of happiness through work and friendships that as the

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years go on, they will bring an increasing rejoicing in the gift of life.

In childhood we danced in the dawn hours; youth stands tip-toe on the hill-top and eagerly stretches out its arms to the noon-day sun. Then we set our faces toward the setting sun and life's shadow lengthens toward the east. Those who have acquired the art of maintaining a high interest in life, can look towards the sunset and feel the radiance of the afterglow in their hearts.

And after sunset comes twilight.
"For age is opportunity no less
than youth itself,
though in another dress.
And as the evening twilight fades away,
the sky is filled with stars
invisible by day."

M. F. Riley.

CLUB NOTES

By Dr. Phillis Bourne

The following note from Jessue Reid, written from Pacific Grove in her clever style, I know, will be enjoyed by everyone: "Since I find myself one of the Idle (Yes) Rich (?), just look and see where I am. Riding around in the family chariot, running the family motor boat all over Monterey Bay, and eating myself all out of shape (family food). Jean Kerrisan is expecting me for one of her Thursday evenings, but just say for me that I am too busy communing with the little crabs and fishes to come back and spill tea. I may be here a week or a month, but at any rate I shall be home by September first."

Miss Ann Brown, the principal of the Cranston School in Providence, R. I., was the guest this week of Annie Little Barry. They spent a restful hour in the Clubrooms.

Susan E. McGill has been to Crescent City, and had "such a trip." She will be at her own home, 112 Marguerite Avenue, Mill Valley, upon her return.

Mary Sexton is having a gorgeous trip. She spent two days in Vancouver, B. C., and now is at lovely Lake Harrison, 76 miles from Vancouver in the Canadian Rockies. Her new Ford just flits over the landscape like nothing at all.

Edna Hansen wrote me a few lines to tell all of you that she has spent a most delightful week (in spite of the heat) at Tassajara Hot Springs, where comfortable accommodations, good food and hospitable atmosphere combine to make the place a most desirable one for a vacation. She continues: "I have come back full of enthusiasm for Tassajara and wish all my fellow Club members might have the chance to enjoy a few days there. The trip over the mountains from Salinas was full of scenic interest and beauty."

Zeta Morris, of the Salt Lake City Club, dropped into the Clubrooms for a few minutes last week.

The Club members will be glad to know that Matilda Schimpf's commission as Notary Public has been renewed for another four years.

Margaret Lewis will be away for the next two weeks on her vacation at Big Bend, Calif., which is near Red Bluff.

Miss Josephine Weed has returned to the city after spending an enjoyable stay at Huntington Lake.

Mrs. Bertha Stalder has gone to Portland, Oregon, and a short trip East, to be gone about a month.

Louise O'Hara, Publicity Chairman, and Merle Currington, Choral Accompanist, are spending their vacations together at beautiful Carmel.

Margaret Dailey, Membership Chairman, has just returned from an exceptionally exciting vacation. She motored to Seattle, from there went on a fifteen-day cruise, going as far north as Prince Rupert, fell overboard, caught a 20-lb. salmon, had a hectic time purchasing a pair of "breeks" went into Canada and returned home the same Margaret.

Clotilde Grunsky lectured betore the San Francisco Kiwanis Club on the subject of "Understanding China." We all remember the vivid and interesting story we were privileged to hear after Miss Grunsky's return from the World's Congress of Engineers held in Tokio, and know that the members of the Kiwanis Club enjoyed having the same opportunity.

With this issue of THE BUSINESS WOMAN, its destiny is again turned over to our capable Editor, Margaret V. Girdner, who has been vacationing and teaching summer school for the past eight weeks. The Associate Editor says "Thank You" to all who co-operated during this time in sending their news items in promptly, and also to those who contributed special items. Send your copy to the Editor, care Warrington Apartments, Post Street, to reach her by Saturday morning.

NOMINATION OF DELEGATES TO STATE FEDERATION CONVENTION

At the regular business meeting of August 4th, 1931, the following members were *nominated* as delegates to the Convention of the California Federation of Business and Professional Women's Clubs, to be held at Coronado, September 10th, 11th and 12th, 1931:

Brace, Ada H.	Long, Mae Barr
Clements, Z.	McClelland, Charlotte F.
Chung, Dr. Margaret	O'Hara, Louise M.
Elias, Lilian	Rogers, Carita A.
Forman, Terese	Sexton, Mary S.
Hall, Lillian	Steidel, Lucia R.
Lambertson, Eleanore A.	Tubbs, Gertrude D.

The *election* of said delegates will take place on Tuesday, August 18, 1931. The election will take place in the Clubrooms, and the polls will be open from 12 noon until 7 p. m.

JEAN E. KERRISON, Secretary.

"ADA MARGARET BRAYTON ENDOWMENT FUND"

As the records are about to be completed for the 1931 contribution, so as to report at the Convention next month at Coronado, this is the last appeal to the membership to kindly send in their $1.04, to the Deputy Chairman,

ISABELLE E. BANZ,
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Financial Advice
MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President
Bank of America National Trust and Savings Association

We hear of people's seeking by public advertisement for a suitable partner in marriage, but who ever heard of any one's advertising for a friend? Yet why not? Every one, it is likely, has in mind some more or less vague ideal of the absolutely perfect comrade. May he not be supposed to exist somewhere, and to be in the habit of reading a daily newspaper or a monthly magazine. Go to! Let us seek him, then, by appropriate advertisement. Something in this wise would it run:

"WANTED, A FRIEND!—The applicant must be rather old, in order to be fitted to give advice—a limited amount of it—wisely; and at the same time rather young, in order to receive it in liberal quantity and in a meek frame of mind. He must be of medium height, intellectually, and in the enjoyment of robust spiritual health. A written guarantee must be given of freedom from all contagious defects of character."

SILL.

There is yet no culture, no method of progress known to men, that is so rich and complete as that which is ministered by a truly great friendship.

BROOKS.

OH, YOU 1927's!!

We're looking for you. Don't disappoint us for the next three Thursdays, will you? If you have been in one evening during July, come again on the 20th and let us see how many we can line up. The Chairman promises a birthday cake with a ring in it, and all the 1927's get a cut before the rest of the party get one.

There were so many non-bridgers out on the 6th that we decided that it might be a good idea to ask those who do not care for cards to bring their darning or fancy work and combine a visit with the doing of the week's mending. If we can find an impartial judge we might offer a prize for the most perfect specimen of the art of darning, and if you are not very good at it you might take a lesson.

Our guests like the atmosphere of our rooms, and we are sure they say nice things about us as well as to us.

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SPECIAL COLLECTION

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 AUGUST 22, 1931 No. 34

Weekly Program

August 25—Dramatic Section, 8:15 P. M. Columbia Theatre.

August 27—Choral Section, 6:45 P. M.

August 27—Thursday Open House, 8:00 P. M.

Hostesses

Chairman, Ida R. Grebinar
Hazel Dominick Hilda Gohrman
Mary Elmina Kelly Elsie MacLaren
Grace Staub

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

STATE CONVENTION AT CORONADO

The call for the Convention to be held at Coronado on September 10th, 11th and 12th, 1931, has been received, and in order that your delegates may be instructed how to vote on the proposed changes in the By-Laws, it is hoped that there will be a large attendance of the members of this Club at the business meeting on September 1st.

The following is a quotation from the call sent out by the State President, Ida M. Reed:

"Changes in the By-Laws to be considered include the permitting of a Convention to be held in either August or September, a two-day session and a dividing of the Directors into thirds, each third to go out of office yearly except the Directors elected this year. Of these, one-third will go on the Board for one year; one-third two years, and one-third three years; the Corresponding Secretary to be appointed by the President instead of being elected, a giving of more time to the Nominating Committee and an added section to permit members of one Club to transfer to another Club in the Federation without initiation fee."

These changes in By-Laws are important and should have your earnest consideration. Please be present at the September business meeting.

ETHEL L. MAXWELL, President.

THURSDAY NIGHT NOTES

Nothing startling to report except that Madam Ada Brace, the well known delver into the future, has her red bandana tied around her head these Thursday nights, and is "telling them" for the Polydora Fund.

This, in connection with the fact that the 1927 girls will have a chance to cut a real gold wedding ring out of a cake on Thursday the 20th, should assure a full house on that evening.

Three members of Mrs. Grebinar's "squad" are absent on vacation this week, and Edna Gilchrist, Virginia Marshall and Josephine Rudasill are pinch-hitting for them. The names of the regular committee appear on the front page as usual.

OCTOBER EVENT

Lokoya Lodge—October 3rd and 4th. Put it on your calendar.

Via Gray Line bus through the beautiful Napa Valley.

Reservations with Mrs. Burlingame. Price, $9.00.

Whither, O splendid ship, thy white sails crowding,
Leaning across the bosom of the urgent West. . . .

ROBERT BRIDGES.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

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Single copies..... .05

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Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Second Vice-President.....Bertha J. Dale
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Berenice Magness
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DRAMATIX!

Sort-a our last theatre party for a bit—from September on, we'll be busy studying, practicing for our Big Night. So, Tuesday, August 25th—to the Columbia—Let's Go! The play—"As Husbands Go"—we might get educated! Our old Alcazarian, Laura Hope Crews, will have the lead—she'll be back in little O'Farrell Street once again! The seats are 75 cents, plus Section dues of 25 cents—One Dollar. If interested, see

GERTRUDE D. TUBBS, Chairman.

Sarah McLaughlin wishes to remind all members interested in civic affairs that there will be no meeting of the Civic Section during August, but that a very interesting meeting is being planned for September.

CLUB NOTES

By DR. PHILLIS BOURNE

"DEAR MISS POLYDORA:

"I walked down the street with one of your chief sponsors not long ago, and she said you were desirous of remittances as soon as possible, so I will add to the rolling ball $6.15 herewith. Five dollars of this was earned in a unique way, and it is a deep dark secret which I will not divulge until October, but the other $1.15 was earned last evening at your "Pop" Thursday, telling fortunes. With best wishes for your continued success,

"Sincerely,

"A. H. BRACE."

Miss Augusta M. Alexander is off to Fallen Leaf Lodge, and she is planning to do nothing but rest.

An announcement from Dr. Carrie B. Kelly tells us that she is a grandmother. "Just to let you know a baby boy, weighing eight pounds, with black curly hair, and a turned up nose, arrived at the hospital today, eleven a. m., August 7th."

Amanda Heuermann has gone to Geyser, Calif., for her vacation.

Mrs. Sara Ann Magill spent last week end in the "littlest big city in the world"—none other than Reno.

Lydia Floan is visiting her sister at Buena Vista Park, Orange County, for the next two weeks.

Miss Lois M. Hower, President, and Merrill J. Ashland, Program Chairman, of the San Pedro Club, were our guests last week.

Miss Nell Boardman and her mother spent an enthusiastic vacation at San Diego and Agua Caliente "doing the usual things."

Mrs. Helen Doble has been made President of the Alumni Association of the Denman School. Perhaps many of our members went to school there also.

Miss Susan T. Smith is spending three weeks at a "pine cabin on a bluff overlooking Lake Tahoe, too heavenly peaceful and still for words." But still, she is kind enough to remember us with some book reviews.

Down in Compton Place, at "Yda's," Daisy Prechtel had a gay dinner party in honor of Her Day! Fascinating little taper lights, checkered table cloths, surprise viands and a birthday cake all contributed to make Daisy's birthday one to be remembered.

MONSIEUR RUIZ

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THE BOOK SECTION

As we pass along Life's pathway,
A merry mood we form,
From many things we gather,
In sunshine or in storm.

Now, take last Tuesday evening,
Our reading session night,
So many things gave pleasure,
To mention, gives delight.

Our rooms seemed more than friendly,
How beautiful the sprays
That blossomed from the vases,
Quite filled us with amaze.

Each silent piece breathed welcome,
And we divined the cause,
When Mrs. Carmer entered,
To meet with our applause.

Home coming from vacation,
And from a needed rest,
We met in friendly concourse,
Like birds around a nest.

Our thoughts went "misbehaving,"
We "hookey" play from school,
Postponed a well planned program,
Next meeting—thus we rule.

We visit, talk and gossip,
Of authors, books and things,
You know the friendly feelings,
That such a contact brings.

Too soon comes "good-night" hour,
We linger on our way,
With happy expectations,
Of our next meeting day,

When we'll "commune with nature,"
"Muir," "Burroughs," will bring thought
Of trees and birds and flowers,
God's many wonders wrought.

A MEMBER.

IMPROMPT-I

It's Tea Time! Let's to the Palace on Saturday afternoon next—the 22nd, at about 10 to 4—meet in the lobby. The sub-debs dance, the music is peppy, and the circle chatty. There is a Dahlia Show on for Thursday and Friday, at the Palace—it might last over Saturday, and we could take a squint. Anyhow, come on with that

IMPROMPT-I.

POLYDORA FREE MARKET

CLUB ROOMS

M. D. CROOKSTON, Manager

If you feel that you cannot earn $5 outside of your business, become a consignor to the POLYDORA FREE MARKET.

This market is open to every one who can make something good to eat that is not perishable, and can be marketed in parcels for not more than 25c. If you wish to CONTRIBUTE your wares, all of the money from the sale will be credited to your account; if you wish to CONSIGN your goods, you may designate the amount you wish to go to the fund and get a drawback of the cost so that you may continue to consign.

The time is short and we need to work fast. If this is not clear to you, call Mrs. Burlingame or the Manager—FIllmore 9670—and all will be disclosed. This space costs money. And then—to the Club at large,

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Assistant Vice-President

Bank of America National Trust and Savings Association

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BOOK REVIEWS

By Susan T. Smith

Adam's Rib — Mary Day Winn

When this world began, the first man gave up a spare rib, unwillingly to be sure, with which to fashion femininity. Now in this twentieth century, he has lost his hold upon his by-product, and it has been used as a weapon against him, in the business as well as in the social world.

Mary Day Winn styles her study of this new American woman, "Adam's Rib." In cleverly written articles she analyzes the effect of woman's emancipation upon American business. "The typewriter, assisted by a few other forces, put women into the business world, and the war kept her there. The popular misinterpretation of psychoanalysis helped her to throw off many conventions, thus producing one of the phenomena of the age."

In spite of much flippant comment on the cosmetic industry, race for culture, and love and marriage, there is an underlying vein of seriousness in what the author writes. No woman should miss the chapter on "Submerged Husbands." Her concluding implication that there may be a back-to-man movement is worth pondering upon.

SPANISH CONCERT, POLYDORA FUND

As announced in last week's Business Woman tickets are now ready for the concert to be given on the evening of Wednesday, August 26th, in Merrill Hall; price, seventy-five cents, proceeds to go to the Polydora Fund. The sale thus far has been most encouraging, so get your tickets right away, as Merrill Hall has a capacity of 200 only—so that everybody can see and hear well. Mar Dolin, distinguished violinist, will play, accompanied by his son, Gerald Dolin, composer; Consuelo Gonzales will sing some of her charming Spanish songs as only she can; Spanish dances will be presented by La Ramoncita, accompanied by Francisca Vallejo, gifted California composer; Harry McKnight, talented NBC tenor will sing three songs, including the lovely "Princesita," accompanied by Elvera Gomes Zink. There will be one other number to round out the program, which we hope to offer as a surprise, but we can only say at this time that it will be on a par with the forego numbers. Support your Polydora Fund, wear your Spanish shawls and treat yourselves to a delightful evening with

Margaret Chung and Ethel L. Maxwell.

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Dinner served 5:00 to 7:30 P. M.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 AUGUST 29, 1931 No. 35

Weekly Program

September 1—DINNER, 6:15 P. M.
BUSINESS MEETING,
Western Women's Club.

September 3—Choral Section, 6:45 P. M.

September 3—Thursday Open House,
8:00 P. M.

Hostesses
Mary Ethel Stewart, Chairman
Nellie Barr Edith Ellis
Helen Brown Katharine Kingsley

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

"IN CHINA, PEOPLE COUNT BY CENTURIES"

"A nation's literature must present the soul of a people." With this ideal in mind, Mr. Henry H. Hart, our speaker at the dinner meeting of August 18th, enriched his announced subject, "Chinese Language and Literature," and those members who were fortunate enough to hear him went away with a heightened appreciation of the contribution of the Chinese to the literature of the world and a renewed respect for the wisdom of this great people.

Properly speaking, there is no Chinese language. There are a number of dialects, but Mandarin, the "official language," of which the dialect of Peking is now the standard form, is the recognized communication between all Chinese officials. Probably not more than twenty-five of all the Chinese in California speak Pekinese. The speech has a "sing-song" effect, because since the Chinese have only 400 sounds, this number must be increased by giving each sound four different tones. Thus, the same sound may have many meanings, to be distinguished only by the tone in which it is spoken, for example, the word, *shih,* has 170 different meanings.

In spite of this differing speech, the race is united by the bond of writing, modeled on the writings of Confucius, and there has been no change in 2,500 years, although the spoken language has grown. Japan has adopted the Chinese characters, and Japanese boys study the Chinese classics as the American children study Latin.

There are picture characters for about two or three hundred objects, and these are combined in order to form ideas, thus *sun* and *moon* together make the character for *light;* the *sun* above *horizon* signifies *dawn;* a *pig* "*under a roof*" is the Chinese idea of *home.*

There is no grammar. At first thought this may hold out promise to the student, but in reality it makes for added difficulty. Since every Chinese character is an individual unit representing a sound and standing for a root-idea, no character can be any particular part of speech or possess any particular function absolutely. Each passage is best interpreted on its merits by the "logic of the context and the application of common sense."

The literature of the Chinese is the record of an ancient, tolerant and broadminded race and is chiefly concerned with the contemplation of life in relation to nature and a boundless sympathy for the woes and sufferings of humanity. Confucius marks the real beginning of literary records, as in his wish to have history begin with him, about 500 B. C. he compiled his monumental *Canons,* a part of which is made up of the "Book of Odes." This is a collection of odes and ballads by unknown authors current among the people of the time. They are remarkably good folk poetry, and from the point of view of ethics, constitute the finest body of teachings in all history.

The most glorious age of Chinese literature came during the T'ang Dynasty (600-900), in which was produced the greatest poetry, outside the field of English poetry, the mind and imagination of man has ever known. Of this period, 48,900 poems have been preserved. The greatest poets of this period are Tu Fu, whom the Chinese consider first, a socalist and pacifist who spent his genius in depicting the horrors of war; Li T'ai-po, the heavenly "banished angel," a very close second; Wang Wei, who sang of the heart of the people, of whom it could be said that "his poems are pictures in words and his paintings poems on canvas"; and Po Chü-i.

The Sung Dynasty (900-1200) might be called the Elizabethan age of Chinese literature, produc-

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ing a number of excellent writers, but second to the T'ang in poetry. The coming of the Mongols in 1260 brought drama and changed the thinking of the nation to a considerable extent, helping to swell the volume of the literature without ever again reaching the high level of the previous periods, until today we find the Chinese as a literary nation in chaos. The young intellectuals are bringing in European ideas and forms which are alien to their people, and which do not compare with the old forms. The novels of the Chinese which have been translated run to 2,000 and 3,000 pages, are long, involved and are not to be recommended for the average reader.

Mr. Hart made an earnest plea that the study of the Chinese language be given an important place in the curriculum of our schools, so that the people of this country may learn something about the Chinese which will lead to a better relationship and understanding. At the conclusion, Mr. Hart read some of his own translations, and the evening closed with the audience still wishing for more.

M. V. G.

NEWS FROM HOME

You have come from my native village?
You have surely some news for me!
Does the sun still peep in my window?
Are there buds in the old plum tree?
Wang Wei (T'ang Dynasty).
Translated by HENRY H. HART in *Poetry*.

READING LIST

So many Club members have asked for the names of the books on Chinese literature mentioned in Mr. Hart's talk, that the following list has been compiled for the benefit of those who have been inspired to further study of this fascinating subject:

Buck, Pearl. Good earth. Day. 1931.

Brown, Brian, ed. Wisdom of the Chinese; their philosophy in sayings and proverbs. Brentano. 1920.

Confucius. Book of odes; translated by L. Cranmer-Byng. Dutton.

Cranmer-Byng, L. A., trans. Lute of jade; being selections from the classical poets of China. Dutton.

P'u Sung-ling. Strange stories from a Chinese studio; translated by H. A. Giles. Boni & Liveright, 1921. (The first edition of these tales and stories accredited to P'u Sung-ling appeared in China in 740.)

"POP" THURSDAY

We lifted that title from Ada Brace—thanks, Ada. Nothing new or exciting to report. When we have all presented our gifts to Polydora and the tumult and the shouting have died, we may try some special stunts again, but there is so much doing now-a-days that we are not encroaching upon anything in the way of parties.

We are not even offering to sell you recipes. Commissary General Gries returned to town with three large dollars for the cake fund. Shows the people of the countryside are interested in good food or else it shows super-salesmanship on the part of the C. G.

Last Thursday, the 20th, the BUSINESS WOMAN loitered by the wayside somewhere, and wasn't delivered until Friday morning mostly. We are sorry more girls didn't hear about the gold wedding ring. But we are not going to lose a member by marriage and retirement from business on account of the cake, for the lucky piece was cut by a guest.

Come on with your darning, or what have you, and spend a pleasant evening with us.

CLUB NOTES

By Dr. Phillis Bourne

In looking over the names submitted by the nominating committee of the California Federation of e Business and Professional Women's Clubs, ie., it is noted that two San Franciscans are to honored with State offices. Jeannette E. Doub named for Recording Secretary, and Carolyn eber as Director from the Northern District.

Mrs. Jennie L. Sanford, her mother, Mrs. George ake, and Mrs. Allene T. Schuerbrock had a delightful week-end in Sonoma, celebrating the birthy of Mrs. Lake, who came across the plains in rly days as a "covered wagon baby." Many ppy returns of the day, Mrs. Lake.

Miss Polly Hatch has returned from a vacation ent in Modesto. She is enthusiastic about a otor trip which traced the way taken by her andfather in his travels as a pioneer miner in mador County.

Mrs. Allene T. Schuerbrock is vacationing in ıratoga, the guest of Mrs. Suzanne E. Taylor, at e Garden Spring Terraces.

Twenty-five members of the Club enjoyed the affle breakfast and bridge by which Jessie Mcinney earned her contribution to the Polydora und. It was a grand party, having only one rious omission—no obvious terminal point. No ie wanted to go home!

BRIDES' TEA

On the afternoon of Saturday, August 29th, at o'clock, the President and Board of Directors ill be happy to introduce to any and all members ho care to drop into the Clubrooms between the ours of three and five o'clock, our brides of the ast year, and to share with them tea and sandiches, cakes and social chit-chat.

We have in mind particularly Mrs. Friedlander Irene Bubser), Mrs. Joyner (Josephine Semile), Mrs. Riley (Mary Parsons), and our newt bride, Mary Menary Giesen. If we have omitted ıy brides through oversight, please consider this otice in the Business Woman a very special intation to come to tea and be one of our guests honor on Saturday afternoon, August 29th, at o'clock.

Ethel L. Maxwell.

POLYDORA FREE MARKET

CLUB ROOMS

M. D. CROOKSTON, Manager

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ELECTION OF DELEGATES

August 18th, 1931

The result of the election of Delegates and Alternates on August 18th to the Convention of California Federation of Business and Professional Women's Clubs at Coronado on September 10th, 11th and 12th is as follows:

Delegates

Mary Sexton
Lilian Elias
Ada H. Brace
Louise M. O'Hara
Gertrude D. Tubbs
Charlotte F. McClelland
Z. Clements
Lillian M. Hall

Alternates

Dr. Margaret Chung
Lucia R. Steidel
Terese Forman
Eleanor A. Lambertson
Carita A. Rogers
Sara Ann Magill

Jean E. Kerrison, Secretary.

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Financial Advice

Mrs. Edward Dexter Knight
Assistant Vice-President

Bank of America National Trust and Savings Association

BOOK REVIEWS

By Susan T. Smith

Shadows on the Rock — Willa Cather

The simple, limpid style of Willa Cather's writing has the same effect upon the mind as clear mountain air upon the jangled nerves of the city dweller. The scene is never overcharged with too many words, never over-crowded with characters, but is spread before the reader on a canvas in which rich color and deep shadows are skilfully blended.

Her latest novel is early American in setting, without plot. During the reign of Louis the fourteenth, a simple apothecary, named Auclair, sets out with his wife and small daughter across the perilous Atlantic, at the request of his patron, the brave Frontenac, who has again assumed command of the far-flung post—Quebec.

The days come and go in the lives of these brave, loyal people, now bringing danger and sorrow and suffering, now some unexpected pleasure. During the bitter cold of the winter, uncertainties and doubts arise. France is so far away, Quebec so unimportant in court intrigue; what if they are forgotten! Only faith and devotion to their country sustain them. Then, "suddenly there is a movement, a flicker of something swift and slender in the grey light against the grey, granulated snow and long icicles hanging from the jagged rocks, a twitter, a scolding anxious protest." It is a swallow, the first harbinger of spring. Hope returns and days are counted until the coming of the ships.

It is the little girl Cecile about whom the story revolves, her courage and loyalty that sustain them all—the count, the Bishop, the shoemaker, ragged little Jacques. Her faith lifts the shadow from the jagged grey stone rock.

Customs and superstitions of the period are skilfully woven into the tale. Any event that disturbs the routine of living calls for a simple feast. It is a story of profound meaning for the thoughtful reader.

POLYDORA'S THANKS

While this copy of the Business Woman goes to press before the concert takes place, the promoters wish to take the very earliest opportunity to express their gratitude and obligation through the columns of the paper to all those loyal members who helped so materially in making the concert a success: to Mrs. Ruth Lester Bell, who graciously gave of her talent in her accompaniments for Miss Gonzales; to Mrs. Le Roy, in obtaining for our program two splendid numbers and in giving us the benefit of her professional advice; to the Chairman of the Polydora Fund, Miss Mary Baker, for the added publicity obtained by means of the mimeographed letter sent to every member with the Business Woman; to Miss Margaret Mary Morgan for printing tickets and programs at a price far below their cost; to Miss Calderwood, Miss Dumas and others who brought flowers to add to the attractive appearance of Merrill Hall and our own Club rooms; and last, but by no means least, to our volunteer helpers in selling tickets, Mrs. Burlingame, Mrs. O'Hara, Mrs. Sexton, Miss Banz, Miss Kerrison, Mrs. Crookston.

If we have omitted anyone, please consider yourselves specially thanked. And to all the members who came, and we hope had a pleasant evening, we are grateful for enabling us to add a substantial sum to Polydora's gift box.

Margaret Chung and Ethel L. Maxwell.

LOKOYA LODGE

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SEP - 4 '31

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 SEPTEMBER 5, 1931 No. 36

OCT 5 1931
UNIVERSITY OF CALIFORNIA

Weekly Program

September 3—Choral Section, 6:45 P. M.

September 3—Thursday Open House, 8:00 P. M.

Hostesses

Alice Jones, Chairman

Bertha Brown — Sara Rosenberg

Vestina Smith — Isabelle Wilkie

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Dramatic—Recess for September.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

POLYDORA GIVES A CONCERT

By Ethel J. Knowlton.

A delightful concert it was, that Polydora concert sponsored by Dr. Margaret Chung and Ethel . Maxwell on Wednesday evening, August 26th, t Merrill Hall in the Western Women's Building. There was a friendly atmosphere about it, for Merrill Hall is just the right size to make it possible for a friend to wave a gay greeting to another friend or join her for a short visit instead f exchanging formal bows at long distance under he restrictions imposed by a larger auditorium. Colorful the audience was, too, for here and there ere gay Spanish costumes, vivid evening gowns, ovely Spanish shawls.

The buzz of anticipation gave way to hearty pplause in greeting to Francisca Vallejo, as, very andsome in black lace, she took her place at the iano to play her own compositions, *''Little panish Rose''* and *''Flamenco,''* while La Ramonita, in appropriate Spanish garb, gracefully anced to the strains. During the first dance, Mrs. lorence Drake Leroy sang *''Little Spanish Rose.''*

Then spirited, expressive, dynamic, came enorita Consuelo Gonzales to sing those favorites, *''La Golondrina,'' ''La Spagnola,'' ''La Paloma.''* Mrs. Ruth Lester Bell was her excellent accompanist.

A little pause—and onto the stage walked that xcellent violinist so well known to San Francisco udiences—Mr. Max Dolin. With pardonable fatherly pride Mr. Dolin presented as his accompanist his on, Mr. Gerald Dolin. Together they made lovely nusic, the singing strains of well known melodies.

Mr. Harry J. McKnight, a gifted tenor with the National Broadcasting Company, interpreted with artistry *''A Fisher's Widow''* and *''Song of the Open,''* and sang with so much expression *''Princesita''* that the little Princess would have been hard-hearted indeed who could have resisted such impassioned pleading. Mrs. Elvera Gomes Zink was Mr. McKnight's accompanist.

La Ramoncita made a second appearance, this time accompanied by Don Renaldo, and together they danced a charming California tango, *''La Reina,''* composed by Francisca Vallejo, again at the piano.

Then Mr. Dolin played again, and was most generous with encores. In a short interlude he took his auditors into his confidence and confessed that he was a man of aliases, one of them, Don Amaizo of radio fame, whose well known theme song he played. He had presented *''Cielito Lindo,''* that swaying Spanish melody, and told us whimsically, ''not for advertising,'' but as a matter of information, that he had played it for recording purposes, and that for each record sold he received three cents. Then graciously he introduced the next artists on the program.

These were the National Broadcasting Company's Five Olympians—Mynard Jones, pianist, and Oliver Jones, Joseph Tissier, Gilbert Chick, and A. Bell, quartette. Very pleasant, friendly gentlemen they were, too, and how they could sing! Voices blending beautifully, they sang with deep feeling the unutterably lovely *''Liebestraum''* of Lizst. There was a most expressive pause of appreciation before the storm of applause broke. Then those young men grinned at us in friendly fashion and sang *''The Sergeant-Major on Parade.''* This

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Executive Secretary.....Irma M. Burlingame
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was received with chuckles of joy, so the genial quartette grinned again as one man and told us melodiously about Yuba who played the tuba down in Cuba. The audience was enjoying itself hugely and would probably have been there yet if the quartette had not tactfully but significantly sung a little good-night song, accompanied by Mr. Dolin.

And that was all. There wasn't any more. Whereupon the auditors began drifting out, exclaiming to one another what a wonderful program it had been, and hastening to shake the hands of the gracious artists, and to congratulate the beaming impresarios (or should it be impresarias?).

And so ended a most enjoyable evening. If you were there, you know that some talented people generously gave of their best for your pleasure. If you were not there, yours is the loss.

CLUB NOTES

By Dr. Phillis Bourne

A most interesting letter was received from Winifred Kerr, who is at Great Bend, Kansas. She writes: "Haven't yet had a chance to write personally to the girls who have written to me. Have had company for the past six weeks, and my mother had a slight relapse a couple of weeks ago. However, she is improving a little, and when it gets a little cooler I'll try to make up for lost time. Kindest regards to all."

Grace Staub writes that she is doing the Redwood Highway and enjoying the trip, and is so rested. She is now back in town.

On August 14th we had as a guest in the Clubrooms, Alma E. Krall, of Hollywood.

Miss Catherine Glenn and Miss Jennie Gada just returned from a fishing trip in Oregon. They stopped here over night on their way back to Carmel. The stories of the trip were most unusual, especially the one about the fish "who got away." However, Miss Gada was successful with the reel, and says she has proof.

On Tuesday evening at dinner, Ida Reed had as guests Sara McCord, from Fresno, one of the State Directors; Lillian R. Goldberg, from Hanford, who is President of the Central District, and Mrs. Meryl Napton, Secretary of the Willows Club.

When Dr. Susan Hamilton was North she was entertained most charmingly by the Seattle Club at a luncheon. Doctor enjoyed seeing friends who had been at our Club when visiting in San Francisco. The motor trip home down the Redwood Highway put the finishing touch to a delightful vacation.

Many will recall our former member, Grace Sweeney, who was transferred to Portland. She is in town on her vacation, and dropped into the Club one day this week and wished to be remembered to all her old friends. So glad to hear from you again, Miss Sweeney, and come again soon.

Gertrude Wise is up in Stockton with her husband attending the horse show.

Two enjoyable notes have been received from Jessy Scott. She is in Oregon at present, having made the trip down the Columbia Highway and Coast Highway. Greetings are sent to all, and she will see us in about a week.

THURSDAY NIGHT

On Thursday night, September 17th, we are going to see how many of the Class of 1928 will honor us with their presence. The holidays will be over, and we hope for a large delegation. Johanna Heim was President that year, and we expect her there in person to greet those who joined the Club during her administration.

The regular hostesses for that evening are "Grebbie" and her group, and they will provide plenty of good things to eat.

INTERNATIONAL SECTION

Mr. Alexander Kaun, a Russian, and a Professor the Department of Slavic languages at the Uni-sity of California, will give us six or more lec-es on Russian Problems, if there are enough of interested in such a course.

He suggests such interesting and instructive sub-ts as:

"The Revolution—Its Causes and Development."

"Lights and Shadows in Soviet Russia."

"Religion and Morals in Soviet Russia."

"Russian Women—Past and Present."

Mr. Kaun also mentioned that two or three il-strated talks might be of interest on such topics :

"Russian Art Throughout the Ages."

"The Russian Stage in its Main Currents."

"Russian Churches and Icons."

His fee will be a MINIMUM of $25 a lecture, 50 for six lectures, or $5 each for a group of irty. If more than thirty, perhaps we can ar-nge a smaller fee.

I have heard Mr. Kaun, and consider him an ceptionally excellent lecturer.

Please let me know, as soon as possible, either rough Mrs. Burlingame, or at my office or home, you are interested in such a course. I would ke to arrange for the first lecture on the 3rd onday in October.

JEAN DOUB, Chairman.

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The time is short and we need to work fast. If this is not clear to you, call Mrs. Burlingame or the Manager—FIllmore 9670—and all will be disclosed. This space costs money. And then—to the Club at large,

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BOOK SECTION

September 14th

"Nature and the Great Outdoors" is the subject for the September meeting. Our President, Ethel Maxwell, will speak on the works of Edward Stewart White; Jessie McKinney on W. H. Hud-son; Edyth Wiltse on John Muir, and Cornelia Farrell on John Burroughs. Of course, Miss Kelly will add her usual delightful "bit," and Mrs. Car-mer, our Chairman, will interject a little phil-osophy between the lines. So we should have a de-lightful, breezy meeting. Come all!

JEAN DOUB, Secretary.

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This is the time to stock up with something that will help you make a hit with your friends. Invite someone to dine—just like that, casual like. Stop at the corner and get a bit of fruit or salad vegetable, a can of soup and some chops. With the aid of the bottle of dressing you will have a delectable salad in a jiffy; while the soup is heating on top of the stove the oven is getting hot for the chops which will broil while you are enjoying your salad and soup. After the chops have disappeared you will finish your repast with bread and butter and jam—three kinds on the Polydora shelf from which to choose. Then—if you are not afraid of calories, you can add to that a "Brownie" with your coffee, and top it all with some sugared walnuts.

Just stop in at the Clubrooms and do your marketing; it's so easy.

The invitation is still open to all good cooks "to come to the aid of the party," by sending in their wares and adding their names to the Free Market list.

Who makes pickles? Send us some, either consigned or contributed.

EVENTS

A week-end during our beautiful autumn season at *Lokoya Lodge*. Could anything be more perfect? Ask the girls who were with us last year and see that your name is on the list.

October 3rd and 4th. Reservations with Mrs. Burlingame. Price, $9.00—via Gray line bus.

HELEN A. DOBLE.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 SEPTEMBER 12, 1931 No. 37

Weekly Program

September 14—Book Section, 7:30 P. M.
September 15—DINNER, 6:15 P. M.
Western Women's Club.
Speaker:
Mrs. Birdeena L. Gowan.
Subject: "Adventures in Germany."
September 17—Choral Section, 6:45 P. M.
September 17—Thursday Open House, 8:00 P. M.
Hostesses
Class of 1928
September 18—EVENT—Jane Friendly's Party, Chronicle Building, 8:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Recess for September.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

The speaker for the Dinner Meeting on Septemer 15th will be

MRS. BIRDEENA L. GOWAN.

Topic: "Adventures in Germany."

Mrs. Birdeena L. Gowan, teacher of English in he High School of Commerce, was invited in Sepember, 1929, by the Prussian Ministry of Educaon to lecture on American life, literature and chools in the high schools and University of erlin.

This is the first time that an American teacher ad been so summoned by the German Ministry. o successful was Mrs. Gowan in this work that he Ministry conferred the highest school title upon er and placed her directly in the German School ystem, an honor never before tendered a foreign eacher. She was asked to lecture at various uniersities, colleges and institutes, and received upon er departure, requests from the Universities of erlin and Giessen, as well as from the most noted f the Berlin High Schools, to continue her work here as soon as she was able to return.

She also gave a series of lectures on "Modern merican Literature" at the Central Educational nstitute, and had the honor of speaking over a ation-wide radio broadcast. She has been comissioned to prepare an English text for use in the erlin High Schools, as well as to write articles or various American and German educational agazines.

As a token of appreciation for her untiring enusiasm and ability, Mrs. Gowan was given a our of Germany, which covered more than two onths, and afforded her an opportunity to become oroughly acquainted with the various peoples hich make up the German republic.

SURPRISE EVENT!

Jane Friendly, of the *Chronicle*, invites us to visit her September 18th. It will be a big night, girls!—so don't miss it.

Time: 8:00 p. m.

Place: Chronicle Building.

Reservations, with Mrs. Burlingame.

Have you made reservations for Lokoya Lodge? Don't fail to let us know your intentions, on this our *Event de Luxe*, October 3rd and 4th. Price, $9.00. Via Gray Line bus.

HELEN DOBLE.

THURSDAY NIGHT

We were very glad to have as our guest on Thursday night Miss Tansey, President of the Business and Professional Women's Club of Phoenix, Ariz. We have asked Miss Tansey to come again before she leaves for home, so that more of the members may have an opportunity to meet her.

Another unexpected pleasure was given us by the presence of Miss Josephine Hogan, our own member since 1918. Miss Hogan is connected with the San Joaquin General Hospital, and doesn't get down this way very often.

Remember that the Class of 1928 will be Reception Hostesses on September 17th. If you are a member of that class, please hold the date. Let's have a full house.

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CLUB NOTES

By Dr. Phillis Bourne

Mrs. Edyth Wiltse is spending September an part of October in Omaha on a five weeks' tri Her daughter is coming from the East so that the can be together on their vacations.

Jessie McKinney will be away for two week having gone to Seattle on her vacation.

Sara Ann Magill has gone to Bellflower, and e pects to be away for a month, including the Sta Convention at Hotel Del Coronado in her trip.

Mrs. W. B. Hamilton has been chosen Preside of the San Francisco Unit of the Republica Women's Federation of Northern California f the 1932 Presidential campaign.

Did you know that Lydia Floan flew back fro her vacation in Glendale?

Miss Tansey, President of the Phoenix Busine and Professional Women's Club, attended t "Night in Spain" with Mrs. Ethel Maxwell, a later in the week visited the Club rooms. Mi Phyllis Brizzee, from the same Club, also paid a short visit last week.

Mrs. Jeanne B. Goodwin has gone to Lokoya f a short vacation.

Miss Bertha Pierce took advantage of t long week-end and left Friday for Santa A to spend Labor Day with relatives.

Ida Reed, Margaret Mary Morgan and A Brace are driving to Los Angeles and San Die Sunday. Don't fall down on the job, "Henrietta!

Miss Jeannette Doub had as her guest Mi Kendall from the Salt Lake Club, on Septemb 3rd.

Miss Isabelle Banz is enjoying a visit with h sister, Mrs. Jones, who comes from Arizona.

Mrs. Marie Spengeman and her husband, acco panied by Mrs. Leola Good and her mother, a motoring to Portland for a week, spending mo of their time with relatives.

Ask Bertha Dale the time! She will enjoy co sulting her beautiful Telechron electric clock, whi was second prize in the competition sponsored the Women's Committee of the Pacific Gas Ass ciation, which had its convention in San Fra cisco last week. At the close of a very interesti general session which considered the place women in the field of public utilities, prizes we awarded for the best organization work by t chairmen of the women's committees of the va ous industries represented. Bertha has organiz the work in the Pacific Gas and Electric Compan and within a year's time has made her committ rank among the very best on the Coast. Are proud?

The *Express Messenger* for August, 1931, a trade magazine which circulates throughout the United States, devotes half a page to an account of the "Public Utilities Evening," which Mrs. Brookston sponsored on the night of May 28th, and the article is further adorned by pictures of Nell Boardman and Mary Ethel Stewart.

Correction for your Roster

Margaret V. Girdner, 775 Post Street.

"JUST INTERESTING"

This is the penciled comment of Lois Peckham on the following editorial clipped from the San Jose *Mercury Herald:*

"Social Graces of Business Women

"A magazine for business women has the temerity in its June issue to come out with the leading question, 'Is the Business Woman a Social Bore?' A professional woman, writing on the subject, affirms that they are. Go to any of their social affairs, she says, and try to find any lightness, any humor or any sort of civilized conversation. She admits that they talk well about their particular lines, but says they 'couldn't tell a Russian kulak from an icon.' Well, for that matter, how many business men know all about the Russian kulak? And, anyhow what is a kulak?

"Not So In San Jose Clubs

"It is really too bad that the professional woman who is so harsh in her criticism of the social graces of business and professional women could not have visited San Jose Clubs before putting her opinions into print. There are at least three organizations of business and professional women in San Jose where the conversation is quite up to the social standard, and possibly better. Among the subjects which have come up in conversation at some of the meetings of these organizations within the past few weeks are the Einstein theory, transatlantic flights, the caste system of India, the youth movement in China, current literature, presidential possibilities, San Jose's civic center possibilities, the exactness of modern surgery, and various other subjects, all of which would seem to be 'civilized conversation.' And as for lightness—there are many quips and laughs at any of the meetings."

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Mrs. Edward Dexter Knight
Assistant Vice-President

Bank of America National Trust
and Savings Association

BIG NIGHT IN OAKLAND

A letter has been received from the Oakland Business and Professional Women's Club through its President, Mrs. Petersen, inviting us to a dinner and reception in honor of the Governor on the evening of September 17th. Mrs. Petersen's letter says:

"Dear Friends: While you have a standing invitation to attend any of our programs, we want to give you a special invitation to our big 'California Night,' September 17th, at 7 p. m., when we will give a dinner and reception honoring our guest, Governor James Rolph, Jr., at our Club house, 1608 Webster Street, Oakland. Come on over, girls, wear your Spanish shawls and help us make this a big night. Yours most sincerely,

"MAUDE E. PETERSEN."

I trust that those of us who haven't a previous engagement for the evening of September 17th will be able to accept Mrs. Petersen's cordial invitation. Speaking for myself, I enjoyed the evening in honor of the new City Manager and his wife so much, that I am making a reservation with Mrs. Burlingame right now for the Oakland dinner, and am contemplating going on their permanent list for all parties. A party in Oakland means an informal good time in your party clothes, a very good dinner and an exceptional program. Reservations with Mrs. Burlingame up to and including September 14th, $1.25 per plate.

ETHEL L. MAXWELL.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 SEPTEMBER 19, 1931 No. 38

Weekly Program

Coming Events

September 18—EVENT, 8:00 P. M.
Jane Friendly's Party,
Chronicle Building.

September 24—Choral Section, 6:45 P. M.

September 24—Thursday Open House,
8:00 P. M.

Hostesses

Mary Ethel Stewart, Chairman

Nellie Barr — Edith Ellis

Helen Brown — Katharine Kingsley

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Recess for September.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

CHINESE POETRY

In our discussion of Chinese poetry several weeks go, mention was made of the fact that Chinese is monosyllabic language, each syllable a word, th no articles and few prepositions or other nnecting words. To illustrate the difficulties cing the translator, we quote the following ex-rpt from Eunice Tietjens' "Poetry of the ient":

Cloud faint wind light near noon sky
Beside flower follow willow cross forward stream
Time man not know my heart joy
Shall say steal leisure learn few-years."

This literal translation Mr. Alan Simms Lee has ndered into English free verse as follows:

Light clouds, soft winds and a noon sky.
Under the willows I wander among the flowers by the stream.
Men know not the joy that is in my heart;
They say I steal leisure to re-learn the follies of youth."

But Louise Hammond chose to make a version the original syllabic and rhyme scheme to ac-mpany a Chinese chanting tune:

Scant clouds just flake the noon sky;
By willowed streamlets stroll I.
But men know not my heart's joy,
And say, 'Old fool, the hours fly!' "

It will be seen by this that the translator is con-onted with the necessity, owing to the almost legraphic condensation of the language, of ren-ring either the entire sense but using another rm, or of using the form but omitting part of e sense. Most translators have chosen the former.

THURSDAY EVENING

Last Thursday night we had a visitor from Southern California, Miss Minerva E. Grimm, of the Wilmington Club. Elizabeth Dutot was present also.

There is so much doing all the time in both our own Club and in the other Clubs to which our members belong that Thursday night bridge has had to take a back seat in the plans of many of us. However, just remember that there is a welcome awaiting you any Thursday night you can steal away from other things, and when you are tired, don't say, "I'm too tired to go to the Club," but instead say, "I'll just run down to the Club and relax in one of those big easy chairs and chat a bit with the girls."

EVENTS

Last call for Jane Friendly's party. Everybody's going. Better join the merry crowd.

Date—September 18th.

Time—8:00 p. m.

Place—Chronicle Building.

Don't forget your reservation for Lokoya Lodge —October 3rd and 4th.

HELEN DOBLE, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Second Vice-President.....Bertha J. Dale
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Berenice Magness
Auditor.....Alice Kennedy
Honorary President, Lillian Palmer

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Hazeldean Mitchell — Gertrude D. Tubbs

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House.....Nettie Smith
Membership.....Margaret Dailey
Program.....Mary Sexton
Reception.....Mary D. Crookston
Publicity.....Louise M. O'Hara

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Book.....Henri Napier Carmer
Choral.....Mae Barr Long
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

AUTHORITY

Beware the man whose greatest joy
Is making his commandments heard.
The second under-officeboy
Is loud in ordering the third.

JOSEPH ANTHONY, in
The New Yorker.

CLUB NOTES

By DR. PHILLIS BOURNE

Margaret Dailey, Helen Doble and Mary Solari journeyed southward on the special train chartered by the Downtown Association to enjoy the Fiesta at Los Angeles. It is claimed that a glorious time was had by all, "with very little sleep."

Miss Z. Clements and Miss Caroline Bachich went to the Convention in Miss Clement's car, "Henrietta II."

Important correction! It was "King Dodo" who took Ida Reed, Ada Brace and Margaret Mary Morgan to San Diego, and not "Henrietta II."

Mary Sexton is motoring to the Convention in her car. Afterwards she and her friend, Mrs. Chas. Wuth, will visit the Grand Canyon, being gone about two weeks.

Charlotte McClelland has also chosen this auspicious time for her vacation to the southland so that she may be at the Convention. She expects to spend most of her time in Los Angeles.

Ethel Maxwell and Louise O'Hara went by boat to the Convention. They left Tuesday. Mrs. Maxwell will come back immediately, but Mrs. O'Hara will spend the remainder of her two weeks' vacation visiting interesting places and people.

Miss Mary Bear also went by boat to Los Angeles and San Diego for her vacation, and plans to spend some time at Coronado.

Blanche Newton went to Lokoya Lodge over last week-end.

Nell Boardman had the good fortune to go to the State Fair at Sacramento. She was specially impressed with the school exhibits and the horse races.

A card just received from Ada Brace says, "All the gang send greetings. Only thing lacking, you are not all with us."

Patronize the Advertisers

THE POLITICIAN WATCHES HER

The woman in her home or leading her life as earner is unlikely to realize what a factor she s become to the politician. He watches her with wary eye, and it is not unusual to hear him say an election, "Well, the women did that."

This is increasingly true, or perhaps here in ashington I notice it more. In discussing the ap-oaching presidential campaigns it is almost in-riable to have the question brought up. "The men don't like him." Or, "He'd be sure of a avy woman vote."

And rather shrewdly the professional politicians uge the average woman's attitude on a candi-te, and pay her a tribute while doing so. For ample, they know that no matter of expediency ll induce her to vote for a man of immoral life for a dishonest man. They realize that of two ndidates, she will choose the upright one, even if s ability is less than that of the other. They cognize that she is easily prejudiced and will fol-w that prejudice to the polls. But they also cognize that she makes demands as to record and pecially as to character which are making their me more and more difficult.

The professional politician is frankly afraid of r. She conforms to few or none of his rules; she no slavish follower of party, but rather of prin-ple and sometimes of prejudice; and as she sel-m or never expects anything out of politics, she beyond bribery.

He cannot fight her. He cannot easily fool her. ll he can do is to woo her; and that it what he is ying now to do.—MARY ROBERTS REINHART in *adies' Home Journal* for October, 1931.

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HAS YOUR BUSINESS
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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President
Bank of America National Trust
and Savings Association

CHINESE PROVERBS

You can't wrap fire in a paper parcel.

Deal with the faults of others as gently as with your own.

If you bow at all, bow low.

A man thinks he knows, but a woman knows better.

Don't pull up your shoe in a melon-field, nor adjust your hat under a plum-tree.

A good memory is not equal to bad ink.

Don't break a vase for a shy at a rat.

Man dies and leaves a name. The tiger dies and leaves a skin.

RHYMES FROM OUT OF TOWN

And when you go to bed at night
And lie in darkness without light,
Remember: eastward Europe lies
And westward Asia, old and wise,
Palms to the south, and northward snow,
The moon above, the sun below.

North is for me where wild geese fly
In spring, long arrows in the sky.
And South for me is to remember
The way they pass by in November.
But where is East and where is West
The sun and moon and stars tell best.

ELIZABETH COATSWORTH, in
The New Yorker.

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Luncheon served 11:00 to 2:00 P. M.
Dinner served 5:00 to 7:30 P. M.

ELLEN S. ROBBINS, Director
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SPECIAL COLLECTIONS

The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 SEPTEMBER 26, 1931 No. 39

OCT - 3 1931

Weekly Program

September 28—Civic Section, 7:30 P. M.
September 29—DINNER, 6:15 P. M.
Western Women's Club.
POST CONVENTION DINNER.
October 1—Choral Section, 6:45 P. M.
October 1—Thursday Open House, 8:00 P. M.

Hostesses
Alice Jones, Chairman
Bertha Brown Sara Rosenberg
Vestina Smith Isabelle Wilkie

October 3—Event, 1:00 P. M.
Lokoya Trip.
Western Women's Club.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Recess for September.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

POST CONVENTION DINNER, TUESDAY EVENING, SEPTEMBER 29TH

All members are cordially invited to come to our party in Merrill Hall on September 29th, when the delegates, alternates and guests from this Club to the Convention held at Hotel Del Coronado on September 10th, 11th and 12th will give you vivid pictures of both the serious business of the Convention and the several gay and colorful breakfasts, lunches and dinners planned by the two hostess Clubs in San Diego.

Ida Reed, returning to the ranks of her home town Club after two wonderful years as State President, will receive the heartiest of welcomes from us all. Callie Bachich has also completed two years as Corresponding Secretary, and will be one of our honor guests, as will Jeannette E. Doub, elected to serve for a year as Recording Secretary of the State Federation, and Carolyn Weber, San Francisco Women's Traffic Club, as Director.

Our Choral Section, under the leadership of Mrs. Leroy, will sing the songs prepared for the Convention by Gertrude Tubbs; the stunt of the San Francisco Club presented at the Friday breakfast, will be repeated for our entertainment. Please make reservations early with Mrs. Burlingame, and your guests will be welcome to enjoy this evening with us.

ETHEL L. MAXWELL, President.

JUST SEVEN MORE DAYS LEFT

—to earn your $5.00 for Polydora, as September 30th will be the closing date. We will have a final "round-up" or celebration for Polydora, where and when we can tell and hear all, but at this writing we are unable to give you specific particulars concerning the party we are planning, and will give you this information in a later issue.

In sending in your checks, please accompany them with a report as to how you earned the money, so that in the event you are unable to be present at the round-up, we can read your report and you will not be eliminated from receiving the prize for the most original manner in which the money was earned, or the prize for the largest amount earned.

Both the proceeds and reports received up to this time have been very encouraging, all indicating that a great deal of pleasure was derived from the various undertakings—and they were all most profitable. Any number of members who had not signed up sent in their earnings, and we are hoping that all of you who have signed up will do the same by September 30th.

More particulars later regarding our party, and hope every member will plan to attend, as we can well imagine that it will be a riotous evening.

WAYS AND MEANS COMMITTEE.

INTERNATIONAL SECTION

Russia

A country being reborn. What do you know about her? Mr. Kaun will tell us at the International Section many things we do not know if I can get a sufficient number interested to form the Section. We need you, and you need the Section to get this information. Your friends may join at a small additional fee. Call me and let me know you are with us. JEAN DOUB, Chairman.

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EVENT

Last call for Lokoya Lodge. September 30th closes the reservations.

Lokoya Lodge needs no introduction to most of us. The reception given us last year will never be forgotten, I am sure. Such quantities of luscious grapes and beautiful dahlias were a rare treat for the busy girls from the city.

The lovely little log cabins combine the comfort and service of San Francisco's finest hotels. Really girls, take my word for it, it will be one glorious treat from start to finish. *Don't miss it!*

Reservations with Mrs. Burlingame.

Date, October 3rd and 4th.

Price, $9.00, via Grayline bus.

HELEN DOBLE.

ADVENTURES IN GERMANY

By MABEL PINGER

Germany in the gay, colorful days before the war, and drab, serious-minded, work-a-day Germany of today, was the contrast painted by Mrs. Birdeena L. Gowan in her talk before the Club on Tuesday evening.

Mrs. Gowan spent four years in Germany before the war, and in 1929 returned to Berlin to lecture at the request of the Ministry of Education. Her official recognition brought Mrs. Gowan many delightful invitations to the homes of interesting and influential people, whom the average traveler does not meet.

To one who loves to study people, the home life and customs of a foreign land are a fascinating subject. Mrs. Gowan told of German home customs, especially centered around the dining-room, for the German makes a rite of eating, and after that of talking. With them, conversation is an art, so that an invitation to tea or supper means not only the consumption of vast quantities of food, but a discussion over the cigarettes and coffee of "Weltpolitik," Goethe, Beethoven, Russian literature or the latest ballet.

If one is invited to tea, the visitor becomes acquainted with that great German institution, the "sofa." This is the sine qua non of the German living-room and of German entertaining. It stands formidably barricaded behind the tea or coffee table, and is the seat of honor to which one is formally escorted, for it is a serious breach of etiquette to seek a seat on the sofa uninvited. The rich cakes and whipped cream that accompany the tea are not for one who counts calories, but alas for the guest who refuses to eat all that is pressed upon her, for it spells humiliation to her hostess! Difficult it is to steer an even course between the Scylla of indigestion and the Charybdis of an offended hostess.

On Mrs. Gowan's return in 1929 she found a simpler and sadder Germany with much that was colorful and gay lost. The old nobility, many of whom were officers in the old army, find themselves with no place in the new scheme, their estates sold for a song during the period of inflation. Today there is no army, and these people are adrift, with no training for any other profession and no means of livelihood but a small pension. The bright uniforms of the Hussars and the Uhlans are missing from the streets. Gone are the gold shields over the doorways of purveyors to the crown. One listens in vain for the bugle of the imperial automobile. Say what one will about the rights and wrongs of monarchies, there was color and romance and picturesqueness that is lost in a democracy. Could you imagine D'Artagnan and his three comrades in a democracy?

At the conclusion of Mrs. Gowan's lectures she made a two-months' trip through Germany, visiting a farm house in Westphalia, owned and operated by a woman, where barn and dwelling house were all under one roof, as in the Black Forest country. One entered through the barn, passing rows of modern concrete stalls, prize cattle and pigs, on the way to the tiled kitchen, where smoked hams, sausages and onions hung from the rafters. At a Bavarian farm she was formally made a member of the family, when the quart beaker of beer was passed down the table, each member of the family, the guest and the servant girl, drinking from it in turn—a ceremonial rite

nding one of the Pipe of Peace of the In-
s.

ne told us of visiting the Hof-braü house in
ich, where Bavarian peasants in leather
ets and short leather trousers, smoking long
s and drinking from tall beakers sit at tables
he open court, singing folk-songs.

most impressive Good Friday service in the
gne cathedral and Whitsunday in Munich
also among Mrs. Gowan's experiences. Many
rts have been written of the play at Oberammer-
but Mrs. Gowan's words brought very close to
ts poignant beauty.

outhern Germany is very colorful. Gay decora-
s are found on many of the front facades of
houses. The ceilings of many of the churches
painted pink, with blue roses—so different
n the cold grey churches of northern Germany,
their cold, grey winters and short, winter days.
he fascinating, gay Vienna of pre-war days has
nged too, but the coffee houses, where people
to transact business over their coffee and read
newspapers and magazines, are still filled after-
ns, for coffee is an institution in Vienna. Mrs.
van told also of the youth movement in Ger-
ny—how classes of boys and girls under the
peronage of teachers are taken for trips
ough the country that they may learn to know
ir country better. Overnight houses are kept
for them, with bed and breakfast for fifteen
ts.

Mrs. Gowan is an enthusiastic speaker, and in
sing we can do no better than repeat the words
our President, Mrs. Maxwell: "Perhaps the
son Mrs. Gowan brings back so much from her
rs in Germany is found in the fact that she
nt with loving sympathy, ready to comprehend
l understand."

CONTRACT BRIDGE

The Membership Committee is congratulating
elf on a recent acquisition to the ranks of Club
embers in the person of Miss Jeannette McCurdy,
o is an experienced teacher of contract bridge.
iss McCurdy is making an offer to a group of
enty members who wish to learn contract, of six
ssons, two hours each, at a price of $2.50 per
rson for the entire six lessons, to be given on
ceeding Friday evenings in the Club rooms.
harlotte McClelland has been appointed as Chair-
an of a Bridge Committee to organize the first
oup, and any member who is interested may give
r name either to Mrs. McClelland or Mrs. Bur-
game. If there are more than twenty who want
ssons in contract, Miss McCurdy will take a sec-
nd group a little later in the fall.

Ethel L. Maxwell, President.

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at the
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CURRENT WORLD PROBLEMS
discussed by
GRAHAM STUART

of Stanford, on six Monday evenings, beginning October 5th. $2.50

Europe after the Versailles Treaty, reparations and allied debts, security and limitation of armament, the United States in world politics, the political outlook in the United States

INTRODUCTION TO RUSSIAN CULTURE

A series of lectures and programs by representatives of the local Russian colony planned to introduce the American to Russian music, art, the ballet, theatre and literature. Six Tuesday evenings beginning October 6th. $2.50.

ART OF RAPID READING—HOW TO LISTEN TO MUSIC—CHANGES IN THE WORK WORLD

Margaret V. Girdner, Chairman.

CLUB NOTES

By Dr. Phillis Bourne

Lola D. Stillman is at present vacationing and enjoying the marvels of nature in our own famous city by the Golden Gate.

Mrs. May F. Riley was the speaker at the regular luncheon program of the San Mateo Business and Professional Women's Club on Wednesday, September 16th. They met at the Oak Tree Inn and had a most delightful time out of doors under the trees. Mrs. Riley spoke on Personal Equipment of Women for Life's Work and Pleasure: that we must keep up with the advancement of education, not forgetting that recreation is essential. After we pass middle life we must be sure to have an interest in life, because it makes us all happier. As we go through life, don't forget to make provision for the future, as well as the present. Miss Kathleen Bartle, President of the San Mateo Club, sends kind remembrances to us all. Thank you, Miss Bartle, and the same to you and the Club.

Last month Mrs. Riley spoke in Oakland before the Alameda County Nurses' Association on the retirement plan as outlined under the Harmon Foundation for Nurses.

We are sorry to learn that our member, Margaret C. S. Sutherland, will be a patient in the St. Helena Sanitarium for the next six weeks, having had an operation on her foot.

Mrs. Wanda Epsteen spent a most interesting week-end visiting friends on a large ranch in the Santa Clara Valley.

Mary Sexton is still functioning as Program Chairman, and made a "raid" at the Convention. She is sending the "loot" home for the Post-Convention Dinner, to be held in the ballroom on September 29th.

We regret to learn of the severe illness of Charlotte MacCuaig's mother. We hope she will soon be well. Please do not phone—Mrs. MacCuaig will give reports of her mother's progress through the column.

Hilda Gohrman is spending a week at Tahoe. What a delightful time of the year to be in the woods!

CIVIC SECTION MEETING

The meeting for September will be held on Monday evening, the 28th. Miss Henriette W. Steinegger, chairman, will introduce the speaker, Judge Alden Ames, a graduate of Harvard Law School and one of the judges of the Municipal Court. This court, which was recently established, comprises what was formerly known as the Police and Justice Courts. The speaker will show the general workings of this department and will dwell principally on his experience in the Women's Court. This should present some very interesting matter to all of our club members, especially to those who were fortunate enough to hear Mrs. Edith Wilson last year when she spoke on her experience as prosecuting attorney in the same court. It will surely be illuminating now to get the judge's point of view. This meeting is of particular importance at this time as some of the presiding judges are up for election and we, as voters, should be able to get a better appreciation of the character and value of their work.

All members are urged to attend. Come early—7:30—and remember that all visitors are most welcome.

Sarah A. McLaughlin,
Section Secretary.

THURSDAY NIGHT

Once again we had a nice large group of frie at the Open House on the 17th; it was good to so many familiar faces. The Class of 1928 represented by Mildred Adams, Helen Doble, Ir Foster, Virginia Merrill, Gertrude Rogerm Josephine Traut, Helen Benioff, Nell Ehl Blanche Newton, Ellen Robins, Gertrude Sprig Marjorie Wilson.

We had some of Grace Staub's wonderful cook and "Grebbie," Chairman of the Service Squ furnished a lovely, gooey cake.

The Traffic Club had a dinner meeting in ballroom, and afterward we had the honor of se ing tea to their President, Mrs. Wilde, and seve members, including Mrs. Webber and Miss Jo son, whom we know so well. The Nomads, a n travel girls' organization, was also represented their President, Grace Pew, and their Secreta Margaret Whitmore.

AND we had two men visitors: our big brotl Jack Long and Helen Benioff's husband.

The Class of 1929 will be honored guests October 15th, and, of course, there will be so doings on the 29th because of Hallowe'en.

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Assistant Vice-President

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 OCTOBER 3, 1931 No. 40

Weekly Program

Coming Events

October 6—Dinner, 6:15 P. M.
BUSINESS MEETING,
Western Women's Club.

October 8—Choral Section, 6:45 P. M.

October 8—Thursday Open House,
8:00 P. M.

Hostesses
Jean Kerrison, Chairman
Belle Banz Emma Gries
Lydia Floan Sylvia Kempton
Jessie Reid

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30 P. M.

Dramatic—Recess for September.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

JANE FRIENDLY ENTERTAINS

Jane Friendly proved herself a charming hostess the other evening when she entertained the Club members in her colorful quarters in the Chronicle Building.

It was of interest to all of us to hear of the work Jane has been doing. We marveled at the courage with which she undertook and developed a new job and the efficiency with which she has carried it through to success. She is conducting for the *Chronicle* a program of activities of interest to women, including golf, cooking, bridge, finance, and beauty and fashion talks, and hundreds are being entertained by her daily. Fortunately, she explained, some of the guests leave before it is time for tea and sandwiches!

We gathered that in her spare time she prepares the Jane Friendly articles and answers to questions which appear in the *Chronicle*, and just to fill in the odd moments, a few radio talks!

For our special entertainment, our hostess had arranged a tour of the building to see just how a newspaper is made. With awe we watched the different processes, and noted the rapidity and accuracy with which they were accomplished. In fact, our dignified President was so entranced with the way in which the finished papers popped up from the floor below and divided themselves into piles, that it became necessary to lead her firmly away, as the hour grew late.

Back again to our hostess, we were served coffee and sandwiches—and nobody had left early, for we knew how good they would be!

So came the end of a delightful event, and with it the thought that other members are doing work which would be equally interesting to the Club. An understanding of what others are accomplishing gives inspiration and courage to us all as we go forth to fight the battles and slay the dragons that wait for us in our own particular jobs.

THURSDAY NIGHT

Just a nice, quiet sociable gathering on the 24th, with nothing exciting to report.

Mary Ethel Stewart, as Chairman of the evening, gave us some nice sandwiches in addition to one of Emma Gries' fine sponge cakes. You ought to get the recipe for that cake, girls—we have it for sale, you know. Jessy Scott, who has judged cakes at fairs and festivals and cooking schools for *years*, pronounced it "a perfect cake." Of course, it may be that some of the success of the cake is due to Emma's technique, but you'd better give it a whirl and see if you can't make a perfect one too. It is *good*, if you know what I mean—GOOD.

Volunteers Wanted

The present service squads will have done their tour of duty with their October assignments. If you would care to help make the Open House a success for the last four months of the year, please send a card to Mrs. Crookston or call her up, 2576 Washington Street, FIllmore 9670, or on Thursdays at 609 Sutter Street, Arcade, Travel Office, PR ospect 2500.

October 15

The Class of 1929 will be Honored Guests.

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CLUB NOTES

By Dr. Phillis Bourne

A note written aboard the *President Jackson* by Mrs. Sara Heine, while en route to Honolulu, tells us she is on her way for a bit of a holiday to visit her daughter.

Word has been received from Santa Barbara that Gertrude Tubbs is enjoying a vacation in that historic and quaint pueblo town.

Have you seen Jessie McKinney since her return from Seattle? The trip was by boat both ways, and there was no "mal de mer." She must have had a grand trip doing nothing and keeping off her feet, for she looks so rested and her cheeks are like red apples.

Speaking of mal de mer, ask Carita about her trip up from San Diego on the *Iroquois*, and whether she prefers her deck railings conveniently low or weather-protected by glass and other fancy touches. (We understand, however, that she had company in her misery, as three prominent young Federation delegates from Chico, Stockton and Fresno were with her—no, that's wrong. We apologize to Stockton, who enjoyed a wonderful breakfast and won a deck marathon afterward.)

Did you know that Sarah Oddie is finally back after a two years' trip through Europe? Miss Oddie, do come down to the Club soon, as we all want to hear what you did and where you went and whom you saw.

The members who attended the very interesting and hospitable party given for the Events Committee by Jane Friendly of the *Chronicle* (our own Dorothy Rankin) are most appreciative in their account of the trip through the great *Chronicle* plant, and the more than welcome supper served by Mrs. Rankin afterward in her delightful lounge—piles of delicious sandwiches, girls, which Dorothy insisted must all be eaten, and tea or coffee. Miss Hempstead, from the San Mateo Club, was an out-of-town guest, and Mrs. Benioff brought her husband. Why do not more husbands come to Club parties occasionally? I am sure they would like us when they got acquainted.

Sarah McCardle, of Fresno, a past officer of the California Federation of Business and Professional Women's Clubs, is spending a few days in San Francisco, and was a guest at the Alley Cats' farewell luncheon to our Second Vice-President, Bertha Dale, at Mrs. Solari's last Tuesday.

Miss Dale left on Saturday, September 26th, aboard S. S. *Pennsylvania* en route to New York for a visit to her sister and enjoyment of the many attractions of the big city. She will be back sometime before November 15th, and while we shall not especially enjoy looking at the vacant chair beside Miss Polydora Baker, we are hoping that she will get a wonderful rest on the sea voyage and be more than ready to fill every moment of her stay in New York with interest and pleasure.

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Helen Doble, Chairman of Events Committee his year, has taken an office and activities in other rganizations which will keep her well occupied, ncluding the Presidency of Denman Alumnæ, Chairman of the Americanization Committee of Galileo High School P. T. A., and Galileo delegate o Second District, P. T. A. On Monday, Septemer 21st, she gave a twenty-minute talk on "Safety n the Home, the School and the Community," efore the Parent-Teacher Association of the Buena Vista School, which we hear was a great uccess. The Buena Vista School, like the Sunhine School, is a "health school," and is mainained by the Board of Education for the less forunate children of the city with physical handicaps.

Roberta McCarty, Central District Chairman of he Ada Margaret Brayton Endowment Fund, and elegate from the Fresno Club, spent a week in an Francisco prior to the Convention, and went own on the same boat with the San Francisco memers to Los Angeles. She arrived in San Diego, owever, several hours ahead of the San Franisco delegation, as she flew from Glendale.

The Coronado Convention was Roberta's first onvention, and she made a host of friends hroughout the State. Incidentally she was one of he speakers in the contest, and walked off with he prize. Hurrah! for Roberta and the Central istrict.

Blanche Newton had the good fortune last week o be able to rest all week-end. We hesitate to ention the time she woke Sunday morning and etired Sunday evening.

Hazeldean Mitchell is spending her vacation in evada. She will be at Fallon and Reno during he State Fair.

Virginia Merrill has just returned from an enoyable motor trip to Everett, Washington, with er mother and father.

Lucille Pattillo is leaving the end of the month or Dallas, Texas, to spend six weeks or longer ith her mother. Her address while there will be 22 W. Colorado Boulevard.

New addresses: Please make changes in your oster accordingly:

1. Daisy I. Bruhn,
   Home, 1242 Taylor Street, PR ospect 9348.
2. Meta B. Powers,
   Home, 990 Fulton Street.
3. Irene L. Brooks,
   Moved from Napa to Carlton Hotel, Berkeley.
4. Hazel Dominick,
   1224 Sacramento Street, Apartment 6.

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THE BOOK SECTION

"Nature and the Great Outdoors,"
'Tis thus our subject lures,
Enticing us to woodland sights,
What scenes this name conjures!

A feast we spread, we guests invite,
"Muir," "Burroughs," "Hudson," "White,"
Their lives and stories grace the feast,
To fill us with delight.

"E. Stewart White's" Ethel Maxwell's guest,
Her introduction tells
Of lowly cabin hid away,
'Mong trees and lovely dells.

A vivid picture, true, she paints,
We join the builders, bold,
We place the timbers in their place,
A mountain home, behold.

And don't forget the "whatisit" bird,
We place above the door,
With colors, blue and red and green,
And polka dots a score.

"A friend in need is a friend indeed"
Proved Jean Casad, a guest,
Who introduced "John Burroughs' " fame,
For Miss Farrell's vacation's rest.

A charming story, clearly told.
"John Burroughs" is a friend,
Who'll entertain with out-door tales,
His books we recommend.

'Twas Jess we paged for our "Hudson" guest,
We paged but called in vain,
So Edith Wiltse introduced "John Muir,"
As next to entertain.

We learned he loved the forests grand,
The birds and mountain breeze,
And though he lies in dreamless sleep,
He still calls, "Save our Trees."

The great out-doors our Chairman loves,
Of it, she seems a part,
Though present at the banquet scene,
The "Valley" holds her heart.

We heeded not the closing hour,
"New Books" must not be missed.
Miss Kelly's resumé we hear,
A goodly, wholesome list.

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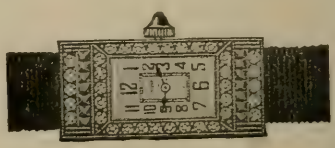

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Official Publication

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Vol. 8 OCTOBER 10, 1931 No. 41

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Weekly Program

October 12—Book Section, 7:30 P. M.

October 15—Choral Section, 6:45 P. M.

October 15—Thursday Open House, 8:00 P. M.

Hostesses
Class of 1929

October 17—Saturday Tea, 3:00-5:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

THURSDAY NIGHT

One very new member, Dr. Josephine Fernald, as with us for the first time and said she liked ne "Thursday night idea," and would come again oon. We also had two prospective members and nice little group of old timers, including our own onnie Jean Goodwin. We were very much inter-sted in the intricate stitches that Jessie Reid was utting into a scarf she was knitting, and hope she ill let us see the article when-and-if she completes . We wish more of you would get the habit of ringing your hand work and spending the evening ith us, if you do not care for bridge.

Remember the 15th is 1929's Class Day, and we ıall have something special on Thursday the 29th -WHOO-OO can tell just what it will be; bring our idea for a game, together with the necessary props." with you, and if you feel like wearing false face, do that.

Volunteers for Chairman of Service Squads for ne last four months are not coming forward very ast—we need two more. Here's your chance to et some real activity in the club work, and it will e for only four meetings—once a month.

SERVICE SQUAD FOR OCTOBER 15th

Ida R. Grebinar, Chairman

Hazel Dominick — Hilda Gohrman

Mary Elmina Kelly — Elsie McLaren

Grace Staub

GOOD NEWS—IT'S TEA TIME

What-d-yer think! We are going to have tea every Saturday afternoon, twixt 3 and 5, commencing October 17th, in our own chummy Club rooms. Isn't that GRANDDD! Saturday afternoon, when you've been a-shopping, or gone to an early movie, or have an idle hour, or feel sort-a-lonesome-like, what nicer, than to drop up at "The Club" and meet a member or so, have a happy little chat, a bite of cake, a sip of tea—and no charge whatsoever, 'cept Good Fellowship! Members of the Board of Directors will be on hand to greet you, so come on, any time any Saturday, from October 17th, through the winter.

THANK YOU!

The good will and affection that you, my friends, put into your gift radiates an atmosphere in which I live the happier. The amethyst is a good-luck stone. I was lucky in getting so beautiful a ring, and luckier in having your friendships. You have expressed your feelings towards me beautifully in the gift. Accept this inadequate expression of my feeling for all of you.

Sincerely yours,

IDA M. REED,
Junior Past President, California Federation of Business and Professional Women's Clubs, Inc.

DRAMATIC AND CHORAL NIGHT
Tuesday, November 10, 1931

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IMPROMPT-I

"Well, well" (so says Dobbsie)—let's gather! It is autumn now and the good old sun retires just about in the middle of the Golden Gate! Suppose we have Sunday dinner at the Claremont Hotel, on October 11th, taking the 3:30 Key Route boat; arriving about 4, gives a chance to enjoy the gardens and later from the porch view the departing day. Dinner and boat-fare Two Dollars! If possible, advise DOuglas 2945, but, even at the last moment, join that

IMPROMPT-I.

CLUB NOTES

By DR. PHILLIS BOURNE

"Patio Royale, Phoenix, Ariz. Dear Girls: Have thought of you all so many times. Have been having a gorgeous time. September 28th we drive to Tucson, and after a day go to Nogales, Douglas, and come back by Coolidge Dam. We then plan to go to the Grand Canyon, and later home by Needles and Bakersfield. All the snaps I took of the 'Birds' came out fine. Margaret Mary looks like Napoleon Bonaparte in one of them. I found that the Bird Breakfast had become quite a piece of news and so many of my friends wanted to hear about it and see photos. Remember me to everyone. Yours, Mary S. Sexton."

Mrs. Marie Spengeman's husband had the misfortune to break his arm last week. It is hoped that shortly the arm will be as good as new.

One of our newest members, Dr. Ethel Owen, is dangerously ill at the hospital. An emergency operation was performed September 28th for obstruction, and Dr. Owen is doing as well as can be expected.

I wonder if any of you realized when reading the papers about Mrs. Norma Harris of Oakland who died in spite of many blood transfusions, that she was the niece of Dr. Susan Hamilton and Mrs. Anita Ludwig. They both went to Stockton to attend the funeral. The Club extends deepest sympathy to Dr. Hamilton and Mrs. Ludwig.

Mrs. Beulah Schindler, President of the Burlingame Club, and two of her members were present at our Post-Convention dinner. Miss Helen Wild, President of the San Francisco Women's Traffic Club, came to dinner, but was unable to stay for the program on account of a traffic conference. Miss Kathleen Bartle, President of the San Mateo Club, came up with several members of the San Mateo Club, including our own Sophie Root and Edna Hansen. Miss Bartle brought as a gift to us some beautiful chrysanthemums which blended so nicely with our Club rooms. Thank you so much for the flowers, Miss Bartle. We hope the out-of-town Presidents and their members will come to our parties as frequently as possible.

Lilian Elias has just returned from a three weeks' vacation in the Southland.

Ida Lord motored along the Coast route to Fort Bragg last week-end, returning by way of Point Stewart and Mount Lomas.

We hear from the Finance Committee that the lucky winner of the Bridge Tournament put on by these three members was Charlotte MacQuaig, and the runner-up Charlotte McClelland with second prize. A very delightful dinner and party was enjoyed by the participants in the tournament with a number of non-bridgers, twenty-seven in all, including the "help," who served the dinner, Bell McDonald, Minnie Dumas and Ida Lord, whose cousin kindly turned over her lovely house in Portola Drive to the committee.

Mrs. Josephine Semorile Joyner has moved her place of business, La Clare Beauty Salon, to 8 West Portal, next to the West Portal Theatre. Phone MOntrose 9810. Home address, 2201 16th Avenue.

Jessy Scott is going to Fresno and way point and below, for a week, but not as far south as Los Angeles.

SPANISH WRITERS AND THE REVOLUTION

We have had in this country—so those in a posi-n to know say—only the faintest hint of the tual part that the pen has played in the Spanish volution. Last year novelists, essayists and poets re devoting their time to matters pertaining to ial and political questions, and the book shops, th in Madrid and Barcelona were filled with their blications. These intellectual leaders having eked the revolution to the fullest during many ars, now form not only one of the principal irces of support for the present regime, but they ke up the back-bone of the Diplomatic Service.

Considerable comment has been given to the oice of the distinguished Salvador de Madariago Ambassador to Washington. Senor de Madari-o is more fortunate than most in being able to ite in English much better than most born to the ngue. His recent book on Spain is valuable, ce its last chapters give an excellent study of e country through the fall of Primo de Rivera, ich really marked the definite beginning of the d of the King.

Other appointments have received little notice in is country, but to the Court of St. James, to ris, Berlin, Buenos Aires, Havana, Lisbon, hens and Tokyo, have gone distinguished novel-s, poets and essayists.

The Book Section offers a program on "Spanish terature" that the work of some of the dis-nguished writers who will take so prominent a rt in affairs in the coming years may be known us. It is unfortunate that not more of their ork is available in English. But there is enough form a very interesting program. Miss Mar-aret Girdner will give a paper on the Spanish oets; Miss Dempsey, Novelists, and Miss Lam-rtson on the Dramatists. Miss Hansen will re-ew Havelock Ellis' "Soul of Spain," which has come almost a classic. To this program we most rdially invite *all members of the Club.*

HENRI NAPIER CARMER, Chairman.

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NEW RULES FOR BRIDGE

1. Pick up your cards as dealt. You'll be ready to bid ahead of the others.

2. If your hand is rotten, mention it. It will guide your partner in his bid and play.

3. If your partner bids first, don't hesitate to raise. He has to play it.

4. Never hurry. Try several cards on a trick until you are sure which one you prefer.

5. Occasionally ask what are trumps. It will show you are interested.

6. Don't show lack of interest when you are dummy. Help your partner out with suggestions.

7. Talk about other subjects during the game. It makes for good fellowship.

8. Feel free to criticise your partner. He will do much better as a result.

9. Always trump your partner's tricks. Never take a chance.

10. Don't try to remember all the rules. It's too confusing.

11. If it is a money game, always stop when you are ahead. Folks will remember you.

12. Always explain your plays. Particularly when you are set. It shows your card knowledge.

13. Disagree with established rules and conventions. People will know you for a person of an independent mind.

14. Eat chocolate creams or other adhesive candy while playing. It keeps the cards from skidding.

POLYDORA'S FEAST

To give the members who were participants in the giving of "Many Gifts" an opportunity to tell us how they persuaded, extracted and extorted the wherewithal from the general public, we are having a dinner party. This party will be held in the lovely main dining room of the City Club on Post Street, at 6:15 on Tuesday evening, October 20th—$1.15 per plate.

Our judges will be prominent San Francisco women—we expect to have two or three special numbers, and from all indications we are anticipating a jolly time listening to the reports of the members as to how they earned their V. We hope you will plan to attend, and as many guests as you wish to bring will be welcome, as we want a big party.

A period of grace has been extended to those who have not yet sent in their contribution, but we do want all returns in by Monday, October 19th.

Full particulars will be published in next week's issue.

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 OCTOBER 17, 1931 No. 42

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Weekly Program

Coming Events

October 19—International Section, 7:30 P. M.
October 20—DINNER, 6:15 P. M.
Women's City Club.
Polydora's Feast.
October 22—Choral Section, 6:45 P. M.
October 22—Thursday Open House, 8:00 P. M.
Hostesses
Ethel Stewart, Chairman
Nell A. Barr Edith M. Ellis
Helen Brown Katharine Kingsley
October 24—Saturday Tea, 3:00-5:00 P. M.

SECTIONS

Book—Second Monday, 7:30.
Civic—Fourth Monday, 7:30
Dramatic—Second and fourth Tuesdays, 7:30.
International—Third Monday, 7:30
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

POLYDORA DINNER

Tuesday Evening, October 20—Women's City Club, 465 Post Street
6:15 P. M. Price, $1.15

Just a brief outline of our program:

Congresswoman Florence P. Kahn, Judge Therese Meikle and a third prominent San Francisco woman will be our judges and guests of honor on this occasion.

Professor Cheiro, world renowned palmist, who has read the palms of many notables, including the King and Queen of England and the Prince of Wales, and who is at present in Hollywood wielding the destinies of many of our favorite screen stars, will give us an interesting fifteen minutes.

Vocal selection and one or two other musical numbers; reports of members as to how they earned their "Five" for Polydora; drawing of lucky numbers in participations; awarding of prizes; report of funds received; and a general jolly time.

As we are having the above distinguished guests, we hope the membership will pay tribute by their attendance. This will not be a formal dinner, but those who wish to come in their "Sunday best" will find others have done the same, while those who do not have time to change will find that many will be there in business garb. Make your reservations early with Mrs. Burlingame, and not later than Monday afternoon, October 19th. Guests are welcome.

We hope all those who participated in the Polydora contest will be there to report, but if you are unable to attend, please send in your written report so that it may be read.

POLYDORA is anxious to have a big party, and will appreciate your coming and making it an outstanding event.

CONTRACT BRIDGE

The first lesson of the series of six will be given by Mrs. Jeanette McCurdy in our club rooms on Friday evening, October 16th, at eight o'clock sharp. So be on hand promptly to get the full benefit of your two hours' instruction.

Those who have not already paid the fee of $2.50 will please send it to me or leave it with Mrs. Burlingame before the date of commencement.

If for any reason you are unable to attend the first lesson, kindly notify me at once.

CHARLOTTE F. MCCLELLAND, Chairman.

INTERNATIONAL SECTION

Dr. Kaun will give his first lecture Monday evening, October 19th, at 7:30, on "Essential Russia—General Traits and Institutions." I hope that all who have joined the Section will be present.

I need a few more members to keep the price at $5.00, so if there are any members of the Club who are interested, kindly let me know. Non-members of the Club are welcome for a fee of $5.50.

JEAN DOUB, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

SATURDAY—THE 17th

What's that! What's doing—oh, yes, yes, we are having Tea at the Club. Isn't it just too jolly! The latch is up these Saturday afternoons, during all the winter; from 3 o'clock on we stroll within and there is the Chairman of the House Committee—see her! She gives you the "glad-hand" and pours tea with t'other—she's a majish! Members from the Board pass the cakes, but not the hat—this is on them! Ah, a new member, or one with whom you are unacquainted—how glad to meet! One gets chatty over a "cup of tea." Aren't the club-rooms cheery? Isn't the view over Twin Peaks fascinating? This is what-yer-call "Clubbie." Aren't you glad you belong to this "dear~old club?" What-a-Break! See you next Saturday—au Revoir!

CLUB NOTES

By Dr. Phillis Bourne

When Charlotte McClelland was south, who d you suppose called to her from an auto at eleve o'clock at night as she was crossing Wilshir Boulevard and Western Avenue? None other tha Mae Barr Long. Mrs. Long spent her vacation i Los Angeles, but didn't get down to the Conven tion.

A note from Stella Kirby, who is still in Sa Gabriel, was very welcome. Mrs. Kirby is gettin homesick for San Francisco and all the girls. W hope she will soon be able to be back with us.

Florence Calderwood was called to Los Angele on account of the sudden death of her sister o September 28th. The club extends deepest sym pathy to you, Miss Calderwood.

"Medford, Ore. We are still waiting around th north showing the sights to a couple of friends We left home on the 11th and expect to be bac next week. The nights here are freezing. Love t all. Lillian Palmer."

Sometimes we do things for others and wonde about the outcome, so I know you girls will be gla to hear about Jack and Anne, the Russian orphans whom we helped for four years through th Christmas Cheer Fund with clothes and food Jack, or John, as he is now called, is in Chicag going to the Y. M. C. A. college and working o the side to send money to Anne for her schoolin here. He writes as follows to his sister:

"You are a young woman now, not a little gi any longer. Learn to think for yourself. Don' jump at conclusions, and just stick through every thing you undertake to do. Don't let money tur your head. Care not that the B——— family hav a grand, shiny, big new car. Don't let them tur you away from those who have helped you mor Why, where do you think we would be, you and I if it weren't for the help of the Neighborhoo House and the church women? Do all you can t repay and show your appreciation, as I hope tha I shall be able to do, too."

The *Tel-Hi Tattler* says: "Knowing the Rus sian thought and life, we feel proud that John ha so grown in character that he can write thus to hi sister."

On October 1, 1931, at Worden's Art Gallery the drawing for the picture sponsored by Dr. Han ilton, was held. The winning number was 781 which was held by Mrs. Elizabeth Lillis, 284 Divisadero Street.

Nell A. Barr, of the Beauty Studio, at 13 Geary Street, is giving a series of Wednesda evening talks on beauty, its care and cultivation to the girls of the Mission Y. W. C. A. Ethel Max well was also invited to give a forty-minute tal on current books before the same group of youn business women last Wednesday. We understan there is good material for future membership i this club, and we hope, like the man at the funera who rose to say a few words about Los Angele that the speakers embraced the opportunity to so seeds of propaganda.

Sarah A. McLaughlin has been confined to he home by illness, but, as usual, her copy comes i just the same. Thanks, Sarah, and here's to speedy recovery.

New address: Isabelle E. Banz, 3918 Twenty fourth Street.

THE MUNICIPAL COURT

The Civic Section meeting was held on Septem-er 28th, and Judge Alden Ames, one of the pre-ding judges, gave a very instructive talk on the rocedure in the Municipal Court which combines ie old Justice and Civil Courts with an enlarged irisdiction. One of the principal advantages is iat any one of the many judges may preside in l of the different departments. This makes for fficiency in the handling of cases, and gives the idges a much wider experience in the different iaracter of cases that come up for attention. On i average, 1,500 cases are handled each month; ider the new system it is possible to handle as any as 2,000. The enlarged jurisdiction in this ourt makes it possible for many of the minor ases, formerly heard in the Superior Court, to be ssigned to the Municipal Court, thus relieving ome of the congestion in the higher court.

The speaker made a plea for a better under-anding of what the court stands for. He said it not a monster to be feared and dreaded, for the urpose of any court is to protect the interests id rights of the people. Through this court passes uch of the flotsam and jetsam of the city's life. Many unfortunate women pass through the Women's Department every morning. Many prob-ms and perplexities based on the inequality of onditions tax the wisdom and discretion of the idges. Besotted drunks and dope addicts form a rge number of the constant offenders, and this ass commit most of the petty and major crimes.

When a judge is confronted with petty offenders f this class, he feels a great sense of futility in ie means at his command to meet this type of ase in a manner that will be morally effective ther for the individual or for society. The ques-on naturally arises: "What is to be done?"

Many of the adults brought into court have only child's mentality and a child's sense of right or rong, and the court is really placed in the posi-on of a parent disciplining a child. But the court as no opportunity for real corrective work, as an ffense has really been committed before the ffender is brought in. The difficulty that then aces the court is: Should leniency be granted nd, if so, to what extent? And the possible re-ult of such leniency must be given due considera-ion.

The judge also gave many amusing incidents hat have occurred in his experience, showing that n the midst of tragedy there are frequent flashes f comedy, especially from the court's point of iew.

SARAH A. MCLAUGHLIN, Section Secretary.

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ELLEN S. ROBBINS, Director
Member B. & P. W. C.

BULLETIN No. ONE

Hey! Hey! Know you—Members All! The actor-ines and the song-birds of the club are pre-paring for you one of the Great Moments of the Club Year—they are, INDEED! Mark that BIG DATE: Tuesday, November 10, at the Community Playhouse. If you permit yourself to miss this—alas—Life is just passing you by! The Dramatic Section will convulse you with laughter, then with suspense; the Choral Section will waft sweet loveli-ness to the ear—they have a treat to offer—oh! "What-a-Night!" Everybody, that's anybody, will be with us this night of nights! Tickets will be available from Miss Elias, Finance Chairman of the Event; Mrs. Burlingame, Belle Banz and Ger-trude D. Tubbs. Get your order in early. Prices to fit the purse: One Dollar, Seventy-five Cents and Fifty Cents! Fair enough—eh, what! More—next time!

FLORENCE DRAKE LE ROY,
Choral Chairman.

GERTRUDE D. TUBBS,
Dramatic Chairman.

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POST-CONVENTION DINNER

One hundred and twenty strong, we met on the evening of Tuesday, September 29, for our Post-Convention Dinner, in Merrill Hall. Many out-of-town guests were welcomed by President Maxwell, among them three members of the Burlingame Club, with their President, Beulah Schindler, and seven members of the San Mateo Club with their President, Kathleen Bartle. A special welcome was extended to officers of the State Federation, including Ida Reed, retiring State President, Carolyn Weber of the San Francisco Traffic Club, newly-elected Director, Jeannette Doub, newly-elected Recording Secretary, Jessie Eckles, this year's Nominating Committee Chairman, Callie Bachich, retiring Corresponding Secretary, and Z. Clements, Past President.

A few songs by the Choral Section, composed by Gertrude Tubbs for the Convention, followed by a short talk by Gertrude, brought to us some of the color and life of the Convention and the beauties of Coronado. As other speakers followed, the Choral Section obligingly bobbed up from time to time to illustrate the talks with song.

Charlotte McClelland told us about the first dinner, on Thursday evening, at which Annie Little Barry, as speaker, was the pride of our Club. Mrs. Barry chose as her subject, "Bread, Butter, and Cake." She explained that bread means work, the necessity of life, the responsibilities and opportunities of women in the world today. Butter, she said, makes the bread more palatable. It has spiritual significance, typifying beauty, companionship and the nicer, finer things of life. Cake represents the luxuries—a trip to Europe, a new auto, or something beautiful in nature. Mrs. Barry spoke of women's responsibilities in keeping up the morale of the world and in seeing that full value is received for our dollars. She urged that we cultivate the adventurous spirit and not be afraid to go into business for ourselves.

The Friday morning Breakfast was graphically described to us by Carita Rogers. Mr. Harry G. Alway, of San Diego, was the guest of honor and gave an interesting talk which he announced was NOT to be on the Depression. Setting-up exercises by Dr. Heilbron, and two breakfast stories by Miss Ritza Freeman Reardon, were much enjoyed. The Visalia Club stunt sounded most amusing, for, to the consternation of all, attorneys and a bailiff appeared, and a Judge was entering what had suddenly become a solemn court-room scene. A sobbing woman with a baby in her arms testified that a year ago, at Asilomar, she had wedded Don Juan Tabasco, who now refused to provide shelter, clothing, or food for her, and who, we found, was none other than Margaret Mary Morgan in disguise. As the plaintiffs rested their case, the defendant's dark, dire history had been laid bare, and one dreaded to think of the punishment which would be meted out to her—or him. So to divert our minds from this villain's misdeeds, came the San Francisco stunt, put on again for our benefit on the stage of Merrill Hall. It portrayed five of our members, Convention-bound, and the many obstacles that beset the path of Henrietta, driven by Louise O'Hara. Louise's way with the police officer showed wide experience, when she replied to him that the fire was "in his eyes." So Henrietta, undaunted, continued on her way, "temperamental, but not fast."

(To be continued)

THURSDAY NIGHT

"A small group but a merry one" was the report given to the Chairman, who was one of the absentees on the 8th. All present were members. One table of contract, others of auction, the committee and a few industrious knitters made up the group. You don't know what a good time you miss by not meeting with this Thursday night "bunch."

Remember, there will be a jollification on the 29th. Come in costume if you feel like it; a "hard times" party ought to go over big this year.

Did you ever hear how Queen Victoria took her pills? "Doughnuts and—" for refreshments seem to fit in with the Hallowe'en spirit; let's all come prepared to offer a toast.

"Here's a health to the future,
A sigh for the past;
We can love and remember,
And hope to the last;
And for all the base lies
That the almanacs hold
While there's love in the heart,
We can never grow old."

So let us paraphrase and say, "be young along with me"—or

"To our National Birds—the Eagle and the Turkey—
May one give us peace in all our States,
And the other a piece for all our plates."
And here's to Mr. Hoover and his plan!

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The Business Woman

Official Publication
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l. 8 OCTOBER 24, 1931 No. 43

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Weekly Program

Coming Events

October 26—Civic Section.
NO MEETING.

October 29—Choral Section, 6:45 P. M.

October 29—Thursday Open House, 8:00 P. M.

Hostesses
Alice Jones, Chairman
Bertha Brown Sara Rosenberg
Vestina Smith Isabelle Wilkie

October 31—Saturday Tea, 3:00-5:00 P. M.

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

International—Third Monday, 7:30

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45. At Club Rooms.**

THURSDAY NIGHT

There were eight representatives of the Class of 29 with us on the 15th, Irene Bock, Almyra ıffey, Myra Green, Mary Parsons Ryley, Sara ɔsenberg, Cornelia Seeley (she came all the way ɔm Denver to be with us), Lucia Steidel and san Smith. Several members were out of town ill, and others were too busy to come.

We had hot chocolate instead of tea for a ange, and good cakes and cookies.

It is worth the effort to come out on Thursday ght to see those gorgeous scarfs Jessie Reid is itting. Again we invite you to come and bring ur darning if you have no fancy work. If there e many holes, you might offer a prize for the st darned hole and get up a competition which ight be very profitable for you if you do not ncy darning.

Luella Williams Payne brought us a dish towel om the big city of Los Angeles, all bound round th a red binding and our initials in the corner. e will show it to you the first time you come out Thursday night. No fooling. We told Luella e thought we would use it for a card table cover.

Don't forget the Hallowe'en party on the 29th, d don't forget to learn a toast to give while we e "quaffing the flowing bowl." Write it on your ff.

DRAMATIX AND CHORAL!

Bulletin II

Rehearsals whirl the members of these two Sections these days; scenery discussions, ticket activities, never a moment to spare.

The Choral has brand new numbers, all varied, all charming—soothing to that "Tired Business Woman." A beautiful scene to themselves—SURPRISE!

The Dramatix have some splendid males, Sylvia Kempton, Rae Morrow and Clotilde Grunsky. Spying on the boys these days, imitating their stride, their deep voices, their gestures! Belle McDonald has turned female, Trixie Forman gone Swedish, while Charlotte McClelland joins the aristocrats Our little Chinese wife of last year, Elsie Maclaren, has become a wayward critter, and Lillian Elias and Gertrude Tubbs settled down to married life. Flirtatious Callie—well, she just can not behave—she will make eyes at the men!

Have you your tickets? Get them NOW! Prices, 50c, 75c and a dollar—all good seats!

Tuesday, November 10th — The Big Night. Community Playhouse. Tickets with Lilian Elias, Belle Banz, Gertrude Tubbs and Mrs. Burlingame. Get giddy and have a Grand Time!

FLORENCE DRAKE LEROY,
GERTRUDE D. TUBBS,
Chairmen.

DRAMATIC AND CHORAL NIGHT
Tuesday, November 10, 1931

The Business Woman

Published Weekly, 609 Sutter Street

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IMPROMPT-I

On our way to Mt. Davidson! Easy, interesting walk, repaid by view uncertain; if foggy, the scene is mystic; if clear: "What-a Sight!" Last time we were to conquer, the Heavens descended. Take a chance Sunday, October 25—meet at 9:45, Masonic Temple, Market and Van Ness. Should it rain, come anyhow; we'll walk through the Park—anywhere! Eating at Fleishhacker's! We are looking for you with that

IMPROMPT-I.

CLUB NOTES

By Dr. Phillis Bourne

"Who is your reporter who writes front page articles under the head of 'Thursday Night'? Tell her for me that the intricately knitted scarf was completed and on display Thursday evening, October 8th, and I had great difficulty in even getting the thing home safely. And now I'm afraid the poor scarf will be lonesome and I shall have to make a sweater to accompany it. I'm ambitious but there will be many Thursday evenings. Sincerely, Jessie Reid."

A letter from our second Vice-President, Bertha J. Dale, mailed October 3rd in Balboa, brings word that: "I am having a marvelous trip, and only wish you were all here. Tell Helen Doble it would be an excellent event sometime. I managed to arise this morning at 5:30 to see sunrise on the Pacific, and it was lovely; blue sea and sky all day—and HOT, but it will perhaps do us much good. Have met a nice bunch of girls—no romance however. We arrive in Panama October 5th, and New York the following week. Then I'll be on the go until I return." A card mailed a little later from Havana says: "This is a most beautiful city. Have had a fine trip so far. Hello to everyone!"

Jessie Eckles has also gone East for the month of October. She plans to stop over at Colorado Springs, with a hike up Pike's Peak. (Miss Eckles aren't there enough hills in San Francisco for you?) From there she goes to New York and then home.

Mrs. Jene Bishop, who is East visiting at Oak Park, Ill., had the misfortune to fall down the stairs and break both her arms. Mrs. Bishop, do accept the Club members' best wishes for a very speedy and perfect recovery.

Miss Clare Borello went on her vacation last Saturday to be gone about two weeks. She will spend most of the time on a big raisin ranch near Fresno.

Last week at Paul Elder's gallery there was a wonderful exhibit of Carmel paintings by the eminent artist, M. De Neale Morgan, who is an honorary member of the Oakland Business and Professional Women's Club. Bessie Henderson is the fortunate owner of one of Miss Morgan's lovely Carmel views. Miss Henderson and her sister have just returned from there, having spent a delightful week at Pine Inn, to make sure their lot was still there. They visited Miss Gada and admired her beautiful garden.

Have you girls heard the very latest about Lillian Palmer and Emily Williams? Something new has come into their lives, and they live only for "It." "It" it is that orders their coming and goings. "It" has changed their whole outlook and attitude toward this world of "dirt and sawdust." So if you didn't see the two members from Los Gatos at the Polydora Dinner you will know that no one could be found to take care of "It." Oh, yes, "It" is a petite *chat noir* that was given them, and possibly this puts Miss Palmer and Miss Williams out of the bachelor girl class into ———! Who will dare say?

Change for Roster

Gertrude D. Tubbs—office number from 714 to 709 Mills Building.

AN AUTUMN SONG

ere is something in the Autumn that is native to
my blood,
uch of manner, hint of mood;
d my heart is like a rhyme,
ith the yellow and the purple and the crimson
keeping time.

e scarlet of the maples can shake me like a cry
bugles going by.
d my lonely spirit thrills
see the frosty asters like smoke upon the hills.

ere is something in October sets the gipsy blood
astir;
e must rise and follow her,
hen from every hill aflame,
e calls and calls each vagabond by name.

—Bliss Carman.

om *Verse of Our Day.*

TEA TIME

On October 17th, the Club inaugurated its Saturday Afternoon Teas, and this is sure to become a delightful feature. What nicer, when the day is yet young, than to have a charming club to drop into, where a pleasant word, a refreshing sip and a bite of cake will ever be available to all members. Some twenty-five or more dropped in—even the Peninsula was represented—Miss Hempstead coming in with that cheerful smile.

Come along, members, any Saturday afternoon, open house from 3 to 5—you will always find the Glad Hand.

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POST-CONVENTION DINNER

(Continued from last week)

The business meetings were discussed by Jeannette Doub. They were conducted with promptness and efficiency. Various reports were read, changes in the By-Laws made, and a motion carried to petition Governor Rolph to call a conference of representative women to discuss ways and means for providing jobs for unemployed women. In the business sessions were sowed seeds of good work in legislative matters that will grow and ripen for the benefit of women of the present and future.

Louise O'Hara described the Ada Margaret Brayton Luncheon which took place on Friday, at which Ada Brace, Chairman of the Fund, carried on the program in her very able manner. Miss Roberta McCarty, of Fresno, won the speaking contest on "How Can the Income on $20,000 Be Used to the Greatest Advantage to the Federation?" Ada Margaret Brayton presented her stunt, "The Dire Distress of Alexander," in which an immediate operation was found to be of the greatest benefit to one small pig, enabling him to disgorge all of forty-six dollars and some odd cents. Ada Brace, in her closing speech, complimented the clubs on their valiant efforts in contributing to this worthy cause. Following the luncheon a recess was declared to enjoy the beauties of the beach.

"Television Night" was the program in charge of the Junior Club of San Diego, and was presented at the Friday dinner. Ada Brace gave us a resume of the "broadcasts," which were presented over such stations as "WOW," "FUN," "TRIO," and finally, "NOD."

Lillian Elias gave a colorful account of the Bird Breakfast on Saturday morning, which was the one big jollification party of the Convention. The spacious lobby of the Hotel Coronado presented an amusing sight as the bird heads bobbed up from everywhere, each club representing a different bird. Ida Reed's headgear was the signal for a clever song, each stanza of which ended with the lines:

"Well, you don't know Ida as I do,
Sang the saucy little bird on Ida's hat."

As Lilian concluded her report, we saw on the stage none other than Gertrude Tubbs, as the ostrich, who gave again for our benefit her "Ode to the Birds." Perhaps you saw her picture in the *Chronicle*—an amazing likeness!

Saturday morning, Mrs. Amelia Johnson gave an interesting talk on legislative work, and the theme for the Saturday Luncheon was "Laws Governing Women in Gainful Occupations." There were a number of speeches, the guests including Lieutenant-Governor Merriam, his sister, Mrs. Nash, Senator Harper of San Diego, Mrs. Harper, Assemblyman George Bowers of San Diego, Assemblyman Edward L. Head of San Diego County, and Mrs. Stephens, a new member, of the Los Angeles Teachers' Club. Mrs. Johnson introduced the speakers, and Annie Little Barry gave some constructive ideas on co-operation among women's organizations and support of public officials whom we have elected to office.

Mrs. Sexton's report on the Saturday night banquet was read by Terese Forman. This was a fitting close to the three-day session. The San Diego Senior Club was the hostess, and had chosen as theme, "The Golden Bowl." The table decorations were unusually lovely and in harmony with the general scheme. Mayor W. Austin made the speech of welcome, followed by a short musical program. Mrs. Virginia Esterly, former Dean of Women of the University of Oregon, gave a delightful talk on "Women of Destiny." The Margaret Mary Morgan cup was awarded to Merced for a 56% increase in membership, and the Z. Clements cup a second time to the Southern District for the greatest increase in number of clubs. Photographic contest prizes were also announced at this time, and then Miss Reed presented Miss Monte Bedwell, the new Federation President.

At this point, Mrs. Maxwell called on Johanna Heim to tell about the photographic contest, of which pictures were shown to some of us recently in Jane Friendly's lounge. The entries this year were unusually good, and two San Francisco members won prizes, Viola Hawke receiving first prize in the advanced class, and Gertrude Rogerman second prize in the amateur class. The two prizes were then awarded by Miss Reed, and we felt much pride in our winning members.

Sara Ann Magill reported on the Sunday morning breakfast, at which everyone came dressed as a breakfast food. Much ingenuity was displayed in the costumes, which included head-dresses of bread wrappers, jewelry made of breakfast food ads., blue ribbons for the Visalia Blue Ribbon Figs, and a necklace of empty eggshells. Z. Clements talked on "Minding Our Own Business," and suggested study of legislative problems for perhaps a five-year period.

At the conclusion of the Convention report came the most delightful event of the evening, when President Maxwell presented to Ida Reed a little remembrance from the members of our club in recognition of her two years of service as State President. In accepting the gift, an amethyst ring with two diamonds, Ida expressed her deep appreciation of the co-operation that has been given by her own club, and mentioned especially the nine members who have had definite jobs in the Federation and who have worked with her so loyally. She spoke of the strength and unity which come to an organization when there is a genuine understanding among all members of what is being done.

MARION MORRIS.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | OCTOBER 31, 1931 | No. 44

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Weekly Program

Coming Events

November 3—Dinner, 6:15 P. M., $1.00.
BUSINESS MEETING.
Western Women's Club.

November 5—Choral Section, 6:45 P. M.

November 5—Thursday Open House, 8:00 P. M.

Hostesses
Bertha Stalder, Chairman
Marie Crandall — Cornelia Seeley
Susan McGill — Ruth Shaw

November 7—Saturday Tea, 3:00-5:00 P. M.

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

BUSINESS MEETING, NOVEMBER 3rd

The attention of the membership is called particularly to the fact that the Chairman of the House Committee, Nettie Smith, has arranged with the Western Women's Club to serve a dollar dinner to us on November 3rd, in line with the downward price trend of the day. It is hoped that this action on the part of the House Committee will prove an added attraction and induce a large number of the members to be present and to hear through the various reports of the officers concerning the satisfactory condition of the business side of the corporation.

ETHEL L. MAXWELL, President.

SINGIN' IN THE RAIN

We didn't actually put on a concert or anything like that on Thursday night, but we felt happy, so our hearts were singing anyway.

We often hear girls say: "Well, I just dropped in for a minute and now look at the time!" Nice cosy place, those rooms of ours, on a rainy night. Just see for yourself next time it rains on Thursday night.

New detail in the service squad, beginning November 5th, when Bertha Stalder will be Chairman. (See the front page for the names of her committee.)

November 19th will be 1930 night. All you girls who joined in that year will be getting a phone call soon. Keep the date open for your Club and your class.

Don't Forget The Halloween Party Tonight.

SEEING OUR SAN FRANCISCO

We all love San Francisco, and there are just loads of places that, some day, we intend to visit, and visit again in order to really know them as we should. So, for our next Event, let's all start out to see San Francisco.

The day will be Sunday, November 15, and we'll meet at eleven in the morning, in front of the Western Women's Club. By bus we'll visit all those fascinating places that are known to the tourists—Telegraph Hill, Fisherman's Wharf, Fort Mason, The Presidio, Fort Scott, then out to the Legion of Honor, through the lovely Sutro Gardens, along the Ocean, and back to our own mission, Mission Dolores. Late in the afternoon we'll find ourselves at the Swedish Applied Arts on Pacific Avenue, where a very special dinner will be served. This is a delightful place to visit and dine, for in addition to the dinner, an interesting Swedish program is given. The Swedish national costumes are worn by our hostesses, who will entertain us with old Swedish dances and with an interesting display of their weaving and other handwork.

Does it sound tempting? Then make your reservations with Mrs. Burlingame early, for we must have twenty to make the trip. The price is $2.75.

DRAMATIC AND CHORAL NIGHT
Tuesday, November 10, 1931

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By PHILLIS BOURNE

Mrs. May Riley, on October 12th, spoke before the Tamalpais High School on "Personal Equipment in the Business World." There were about 200 people present, and they were a very nice audience. After the talk (11:00 a. m.), Mrs. Riley had lunch with the faculty.

Mrs. Maud E. Petersen, President of the Oakland Club, was a guest at our Polydora dinner Tuesday evening.

Miss Margaret C. S. Sutherland, who has been at the St. Helena Sanitarium the last four weeks due to an operation on her foot, is going south to Glendale Sanitarium to recuperate.

Annette Allen, Convention Manager at San Diego, and her mother, were guests of Ida Reed at the Tuesday dinner and Polydora party.

Vesta White Page was in town for a few days last week. As you know, she has been spending a great deal of her time lately in Hollister.

Mrs. Nell Palmer's sister-in-law, Mrs. Warner, passed away on October 22nd. The Club extends deepest sympathy to her dear ones.

Miss Caroline Bachich made a flying trip to Sutter County on Friday to see her father, who is very ill.

Doctor Ethel Owen has left the hospital and is convalescing at Doctor Adelaide Brown's home. She expects to resume her Board of Health work the first of November.

Our member, Attorney Letitia Farber, has charge of the Law Section for To Kalon Club. At present they are having an interesting time discussing topics of the moment. Last week the subject was, "Is the Institution of Marriage a Failure?" Mrs. Farber is also one of the speakers for the Bar Association ticket for Municipal Judges.

NORTHERN DISTRICT MEETING, SUNDAY, NOVEMBER 1, 1931

Women's Traffic Club of San Francisco Hostess

This will be the first meeting under the new regime, and there are several important ideas to be discussed, one in particular, that of meeting once a month in the different Sections, continuing to have the regular quarterly meetings, and in the spring holding a Conference.

Business Meeting will be held 10:30 a. m., in Business and Professional Women's Clubroom, 4th floor, Western Women's Club.

Luncheon and program at 12:30 p. m. Price $1.25.

We are privileged to have as our speaker Mrs. Harriet P. Tyler, Attorney, Western Pacific Railroad.

We hope for a large attendance, and please make your reservations promptly with Mrs. Burlingame.

MRS. MABEL GREGSON, President.

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THE BOOK SECTION

u don't need much money to travel,
u don't have to plead "Lack of time,"
st come to our Book-section meeting,
ıere travels cost only one dime.

dime which we place in the "kitty,"
e have many a journey in store,
r travels are made through the Book-lands,
e "Kitty" buys books to explore.

a gay Spanish shawl, Tuesday evening,
e floated away to old Spain,
e had poets and novelists, dramatists,
r company, to help entertain.

e reveled in gay Barcelona,
velock Ellis's "Soul of Spain" led the way,
lna Hansen, our guide, turned the pages,
a people, both happy and gay.

e novelists rode with Miss Dempsey,
ıd many are well known to fame,
ıt to some we must be apologetic,
nfessing, "Can't remember your name."

ıt who could forget St. Ignatius,
ıe soldier who laid down his sword,
preach to the world of the gospel,
follow the way of our Lord?

anez, the novelist, writer,
ho lived in our time and our day,
hose "Four Horsemen" that he and he only,
uld so clearly, vividly portray.

iss Lambertson, raising the curtain,
ıe drama and stage come to view,
here senors and gay senoritas,
ıt coyly, as she gives the cue.

ıe poets were assigned to Miss Girdner,
ıough sweetly they sing of their Spain,
ıeir music was silent and wanting,
ır Margaret, alas, missed the train.

om a fund of much hidden treasure,
rs. Carmer a chain deftly wove,
churches, and places and people,
ke gypsies we merrily rove.

ıt Time called a halt to our travels,
gretfully leaving old Spain,
e heard music and singing and laughter,
ıd "good-byes" that called "Come again."

—A Member.

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DRAMATICS AND CHORAL
Bulletin III

The Big Night approaches! In 'bout ten more days and we'll be a-doing our durndest to please you—we Dramatics and Choralites! Shall we spill a bit of gossip—lift the curtain for a peep? Here goes:

Dramatic Section will offer three one-act playlets and the Choral a half hour of new and charming numbers. There is a skit dealing with the "unseen forces," which bubbles with superstition and laughter. Another takes the tragic muse—three of the bestest will astound you! They are the "heavies." Next, our Choral music! Light enough, bright enough, high-class enough for all tastes—and there is a SURPRISE! Oh, yes, new scenery and new gowns for our Choral! Lastly, a farce, not the eternal tri-angle, but two married couple, get philandering, and oh! There's pistol!

Intermissions will pep you along—no orchestra this time—but snappy musical somethings! Oh, just the Annual Big Night! And, forget not, that we hope for a "sold-out" house. So get in line there, help us along, get your tickets TODAY—RIGHT NOW. He who hesitates is LOST! Seats all good in this Community Playhouse, but the more you pay, 'course the better the location. Prices, 50 cents, 75 cents and one dollar, on Tuesday, November 10th. Mrs. Burlingame, Isabelle Banz, Lilian Elias and Gertrude D. Tubbs have the precious little tickets for sale to you, and you, and you!

Florence Drake LeRoy,
Gertrude D. Tubbs,
Chairmen, Dramatics and Choral.

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POLYDORA BRINGS HOME THE BACON

On Tuesday evening, October 20th, in the main dining room at the Women's City Club, the closing party of the Polydora Fund was voted a great success by the 120 members and guests present, with our smiling and gracious First Vice-President and Chairman of the Fund, Mary H. Baker, in the chair. Reports were rendered in person by a majority of the seventy-five members who signed up for Polydora, and others who were not able to be present sent written stories of their activities in her behalf.

The Honorable Florence Prag Kahn, Congresswoman from San Francisco; Judge Theresa Meikle and Miss Madonna Todd, chief continuity writer for the local studio of the National Broadcasting Company, acted as judges, and after a short conference, awarded prizes to May F. Riley for the most original way of earning her five dollars, Marion Morris for the largest sum turned in by an individual member, and to Margaret Chung and Ethel Maxwell for the largest sum earned by a group activity. Much merriment was aroused by some of the startling reports of individual members, particularly Ada Brace, who acted as midwife for twenty-seven small fishes, interfering effectively to prevent wholesale infanticide; Ceil Hamilton, Hazeldeane Mitchell, Eleanor Walters, and several others, too numerous to mention. At any rate, if you were not present you missed several hearty and hilarious laughs.

The musical numbers graciously furnished by Miss Ida Clancy, soprano, who sang "Songs My Mother Used to Sing," and "L'Amour, Toujours L'Amour," accompanied by our own member, Ruth Lester Bell, and little Leslie Cano who played two enjoyable numbers on the accordion, were much enjoyed.

The Ways and Means Committee, composed of Mary Baker, Chairman; Bertha J. Dale, Belle McDonald and Lydia Floan are to be congratulated on the successful outcome of their plan, and the members are to be commended for their wholehearted co-operation.

Thanks are due to Jessie Reid and Belle Banz who donated the clever "Pollys" that decorated the tables, and to Jean Kerrison, who made and gave the attractive place cards for the speakers' table.

On the whole, the Polydora dinner proved to be one of the nicest parties of the year, and if you were unable to be present, we condole with you. However, if Polydora should ever give another dinner, we advise you to be there.

Due to the fact that many requests have co to us for Ada Brace's clever poem, we are pri ing it for you as one of the many ways in wh a "Five" was earned:

MIDWIFE TO TWENTY-SEVEN BABI

A client I have, whose office next mine,
Has a hobby for fish, which he thinks very fine.
From the Tropical seas, he has fifteen pair,
All colors and sizes, some are quite rare.

On a six-weeks' vacation, this client did go.
What to do with his fishes, he did not quite kn
He arranged with me for their daily care.
"Of too much food," said he, "'tis well to
ware."

Now these fish lay no eggs, their babies are bor
To my great surprise on one Friday morn,
A dainty wee mother, for her babes did prepar
One by one did they come, but I'm here to decl

That as each one arrived, she gobbled it down,
The Daddy stood by, on his face a big frown.
To protect these small babes, as fast as they ca
I spooned them to a nursery, which I quickly
frame.

The mother in labor, that whole Friday morn,
Twenty-seven infants to her there were born,
Two she did eat, the rest I saved with much str
And earned Five for the Club, as a Fishes' M
Wife.

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The Business Woman

Official Publication

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Vol. 8 NOVEMBER 7, 1931 No. 45

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Weekly Program

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Coming Events

November 9—Book Section, 7:30 P. M.

November 10—Dramatic-Choral Night, 8:15 P. M.

November 12—Choral Section, 6:45 P. M.

November 12—Thursday Open House, 8:00 P. M.

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

DRAMATIC-CHORAL NIGHT

FINAL BULLETIN

Last call to our BIG NIGHT. Have you your ckets? You will regret it if you miss this jolly rty. Every participant has worked long and rd, and all are prepared with their very best. The Choral has practiced overtime, even giving er their Sundays, and they are in splendid voice. heir numbers will delight you, their dresses are st "adorable," and their scene a surprise. heir leader, Mrs. LeRoy—our own member, needs boost; you know she "knows her stuff."

The Dramatics will be working up to the very st night, aiming for perfection—each ambitious do her finest. Mrs. Hackett, the dramatic ach—also our own member—has coached each mber, bringing out the talent of the novice, ishing off the amateurish tendencies, giving conlence and ease.

Diversions between numbers are unusual and entaining—you will indeed have a treat. Say, rls, we are giving you a FIRST CLASS SHOW, d we ask you to come see.

Seats are selling right along, and we are even tracting our Peninsula members—they are com- up to enjoy the BIG NIGHT. But we want a SOLD-OUT" house—that would rejoice us—pay for the long, arduous hours of rehearsal and eparation. So come on, get your seats, only four days left. Think of it—for fifty cents you can give us a hand—and see and hear everything; for seventy-five cents, a bit closer, and for a dollar—well, oh—every seat in the house is a GOOD SEAT.

Now I have warned you—it is well worth your time and money to attend. If you don't—well, you'll BE SORRY!

GERTRUDE D. TUBBS,
Dramatic Chairman.

OUR NEXT BIG EVENT

There's just one more week to make your reservation for our big Event of Sunday, November 15th.

We're going to see our city by bus, including many interesting places, from Telegraph Hill way out to Sutro Gardens and the Ocean. Then for dinner and a unique Swedish program and exhibit at the Swedish Allied Arts on Pacific Avenue. If you've never been there you'll be fascinated by its charm, and if you already know it, you'll welcome the opportunity to visit it again.

So remember the date—November 15th. Promptly at eleven a. m. we'll hop on our bus in front of the Western Women's Club. Will you phone your reservation to Mrs. Burlingame today, so we may be sure of the necessary twenty to make the trip? The price is only $2.75, everything included.

DRAMATIC AND CHORAL NIGHT
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Choral.....Mae Barr Long
Civic.....Henriette Steinegger
Dramatic.....Gertrude D. Tubbs
Events.....Helen A. Doble
International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

ARTICLE XIII

Certain campaign literature endorsing candidates for political office and bearing the name of the Club in conjunction with that of the member sending the letters indicates that Article XIII of the By-Laws should be drawn to your attention once more. This Article states that the name of the Club shall not be used in endorsements except by a majority vote of members present and voting at a meeting where such endorsements are to be considered, and after notice of such meeting has been sent to each member previous to it.

ETHEL L. MAXWELL, President.

CLUB NOTES

By DR. PHILLIS BOURNE

Miss Clare Borello had the misfortune last week to fall downstairs and twist her ankle. She was home two days, but has now returned to work.

On September 17th, Mrs. Alice M. Hull was operated on at the Children's Hospital. She had quite a serious time, but now is well on the road to recovery.

Miss Lydia Floan spoke before a large group of women in the Jane Friendly lounge at the *Chronicle* on Friday, October 23rd, on the subject of Graphology. It is needless to add that they were greatly interested in Miss Floan's remarkable delineations of character from handwriting. Mrs. Rankin is to be congratulated on persuading our shy little Lydia to talk on this subject in which she is so well versed; we have very pleasant memories of the pleasure she gave her own Club members not long ago.

Recently we had the pleasure of entertaining Miss Thomas, of Australia. She was spending a few days in San Francisco before sailing for home September 28th on the *Makura*.

Club members will enjoy reading in the current number of *Westward*, Florence Keene's poetry magazine published in San Francisco, reviews of about twenty of the new fall books by our own member, Mary Elmina Kelly, written in the delightful and witty style in which she gives us reviews at the Book Section. A copy of the magazine may be found in the Club rooms.

We learn with regret of the passing of Bertha Pierce's mother in Massachusetts, on October 29th. We extend to Miss Pierce our sincere sympathy and condolence on her loss.

Bertha Dale's postcards bring us the good news that in addition to her New York visit, she has made trips to Washington, D. C., and Boston, and is having a wonderful time.

NEW ADDRESSES

Mrs. Corinne Irving, 757 Sutter Street, FR anklin 2150.

Miss Betty Walton, 1224 Sacramento Street.

Miss Blanche Stevens, 2235 Larkin Street Apartment 5.

Miss Nell Barr, 209 Post Street, Room 611.

A KINDLY THOUGHT

Ada Brace is making a series of scrap books for sick members of the Club. Send to her, care of the Fielding Hotel, Geary and Mason Streets, any pictures, funny stories or inspirational poems (nothing sad or sorrowful). These scrap books will be delivered to the Sunshine Committee from time to time for distribution as a Club contribution. Autograph each article you send, so that the "Shut In" may receive the inspiration of your loving thoughts.

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BOOK SECTION

November 9

Mrs. Aileen Strong, who was kind enough to give an evening some time ago, will review for us eral books of note, among them the following:

CTION: "The Waves," *Virginia Woolf.*
"Opening of a Door," *George Davis.*
"The Volga Falls to the Caspian Sea," *Pilnyak.*
"First Person Singular," *Maugham.*
"Shadows on the Rock," *Cather.*

N-FICTION: "The Scientific Outlook," *Bertrand Russell.*
"America's Primer," *Ernst.*
"The Epic of America," *James Thurslow Adams.*
"What Life Should Mean to You," *Adler.*

Mrs. Strong's profession is book reviewing; and, we know, she is very able and interesting as ll as charming.

I hope that many of the Section and Club will l this program of interest and attend the meet-.

JEAN DOUB, Secretary.

OUR HALLOWE'EN PARTY

These present seemed to feel that the evening was an enjoyable one. We played games in regulation Hallowe'en fashion, and drank our cider and ate our doughnuts to the accompaniment of toasts and tales. Three scored twenty-eight out of a possible thirty-two correct slogans advertising San Francisco business, and had to draw lots for the prize. There was much merriment over the creation of paper animals.

Pumpkin faces with ruches, ruffles and other adornments looked down upon us from the walls.

The great American knitter was with us and could not leave her knitting long enough to join in the games. She has started on sweaters now, and you are missing something if you do not come out on Thursday nights and see what is going on. Bring your knitting, darning or what have you in the way of hand work.

TRAFFIC CLUB PARTY

The Women's Traffic Club extends an invitation to the members of the Business and Professional Women's Club to attend a card party and dance to be held on board the Panama Pacific Line steamer *Virginia,* Thursday evening, December 3rd.

The tickets are $1.00 per person, and reservations may be made through Mrs. Burlingame.

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THE BRIDGE TOURNAMENT OF POLYDORA

Retrospection

If I were an artist I would paint a canvas of three panels. The first would show stately Mount Tamalpais; the middle panel would be of the tableland at Black Point looking over the winding river, toward the hills; the third picture would be green-clad Mount Davidson. I would mix my pigments with the deep, quiet color of friendship; the high lights would be supplied by laughter and the spirit of recreation. And over all would be the soft haze of remembrance.

The bridge tournament, arranged by the members of the Finance Committee as their participation in the Polydora Fund, first met at Miss Dumas' new home in Baltimore Park, on June 28. The entire practicability of its construction with its harmonizing furnishings gladdened each of us. I am sure that we all have that sense of property within us that vitalizes the hope of some day being able to sit before our own hearthstone and share the firelight of hospitality with our friends. To see a home so complete as Miss Dumas' did quicken that property sense. That day with Miss Dumas was a most happy one; bridge in the afternoon and supper at six o'clock. After supper we went outdoors. To the west was the silhouette of Tamalpais; majestic as it stood there, eternal sentinel of the sky. Then a low, undulating line of foothills that stretched to the eastern horizon to meet the rising silver moon. Reminding one of the poet's song:

"Low walls and fluted tiles,
Wide windows and a view for miles.
* * *
Tall trees standing round,
Homely flowers in brown sod,
Overhead, Thy stars, O God."

The next bridge game was played July 26, at Black Point, where Miss McDonald has her summer cottage. We were welcomed by our hostess, and by her brother and sister-in-law, Mr. and Mrs. Byron McDonald. When I wrote of that occasion for our Club paper, I spoke from my heart; and so I quote myself: "There was something about the day that gave substance to the spirit that animates this Club. Something that sharply outlined those values that all of us come to realize as we grow along with the Club. It was more than the second game of the tournament and delightful repasts. More than that lovely prospect of winding blue river, tawny meadow, and shadowed mountain. * * * Occasions such as this do more than just create moneys for the fund. They create that social life that brings the members into a deeper knowledge of each other, and a closer bond of friendship."

Then we met for the third and last time with Miss Lord as hostess. Her cousin, Mrs. Maude Bruecker, offered her spacious home for our entertainment. On September 26 we betook ourselves out to Portola Drive. But before you went in, didn't you too turn around to admire the lovely setting of that lovely home? With sombre, triangular Mount Davidson dreaming in the twilight? ("Dreams of mountains, while in their sleep they brood o'er things eternal.") The fame of these bridge parties had spread through the Club, with the result that those unable to register for bridge requested that they be included for the supper. There were twenty-eight of us that last evening. Supper was served in the social hall. A most delicious supper, climaxed when Mrs. Bruecker brought in a birthday cake (she made it herself) in celebration of Ida Lord's birthday.

And so to bridge. Four hands round; and four games. The scores were totaled; duly audited, and Miss Dumas announced the winners of the series, Mrs. Charlotte MacQuaig taking first prize and Mrs. Charlotte McClelland, second. An extra table had been made up for bridge, and Mrs. Mabel Pinger received the prize. A sixth table accommodated those who, patiently and absorbedly, composed a picture puzzle.

Appreciation

It is a fine thing for us to participate in affairs such as was the Polydora Bridge Tournament. We find new friends, and discover new values in old friends. We realize what the Club means to us now, and for the future years.

The three members responsible for the tournament gave a voluntary service for the entertainment of others, and accomplished their undertaking with distinction. The tournament was a brilliant success. We give our thanks to Miss Dumas, Miss Lord and Miss McDonald for the pleasure they gave us.

MAY F. RILEY.

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

L. 8 NOVEMBER 14, 1931 No. 46

SPECIAL COLLECTION

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Weekly Program

November 15—EVENT, 11:00 A. M.
Seeing San Francisco.
Western Women's Club.
November 16—International Section, 7:30 P. M.
November 17—DINNER, 6:15 P. M.
Western Women's Club.
Speaker: Chief of Police Quinn.
Subject: "Racketeers and Gangsters."
November 19—Choral Section, 6:45 P. M.
November 19—Thursday Open House, 8:00 P. M.
Hostesses—Class of 1930
November 21—Saturday Tea, 3:00-5:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

The speaker for November 17th will be Chief of olice Quinn, and his subject is "Racketeers and angsters." He is the outstanding chief of police in ır country due to the fact that he has thought ıead, planned and carried out an intensive drive prevent the entrance of gangsters into our metro-olitan area. He has had the co-operation of the ief police officers of our adjacent communities d so far their efforts have been most successful.

Chief Quinn was born and raised in San Francisco d on the 20th of this month completes twenty-five ears of service in the department, serving as cap-in and chief clerk under Chief O'Brien. He is an xceedingly charming speaker.

M. S. Sexton, Program Chairman.

THURSDAY NIGHT

Did you ever eat Australian coffee cake? It's good; in fact, it's bully. Bertha Stalder, one of the new service squad chairmen who served for the first time last Thursday night, furnished it for the refreshments and we lapped it up. Be sure to come the next time she serves, which will be December 3rd, and we'll ask her to have it again.

We had several visitors and quite a nice sized group of old timers. As the hippo, with a yawn, said to the little nigger baby: "If you're coming our way, drop in."

Jessy Scott is chairman for the 12th and her committee's names all begin with a "B." Come out and see who these busy B's are.

NOTICE TO MEMBERS

Article XI, Section 1, under the caption "Nomi-ations," reads as follows:

"Nominating Committee. There shall be a Nomi-ating Committee consisting of three members of ıe Club. The chairman of the Nominating Commit-ee shall be appointed by the President, one mem-er of the committee appointed by the Board of Directors and the third member elected by the Club t the first business meeting in December of each ear. Nominations for the third member shall be ıade from the floor, and where there is but one can-idate, the election of this member of the Nominat-ng Committee to be viva voce."

Belle McDonald has been appointed chairman of ıe Nominating Committee by President Ethel L. Iaxwell.

Jean E. Kerrison, Secretary.

INVITATION FROM OAKLAND BUSINESS AND PROFESSIONAL WOMEN'S CLUB

On Wednesday evening, November 18th, we are having our Thanksgiving dinner and we would indeed love to have some of the San Francisco club attend on that evening, for we are having Judge William Waste as our guest and speaker and you of San Francisco all know him so well, I am sure you would like to hear him. The dinner is $1.25—time, 7 P. M., club building, 1608 Webster Street.

Most sincerely,

Maud E. Peterson, President,
Business and Professional Women's Club, Oakland.

Please make your reservations with Mrs. Burlingame.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
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CHAIRMEN OF COMMITTEES AND SECTIONS

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Dramatic.....Gertrude D. Tubbs
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CLUB NOTES

By Dr. Phillis Bourne

Miss Johanna Heim, Miss Ethel Stewart and M Ida Reed are very busy people these days, entertaining out-of-town guests.

On Sunday, Miss Mary Bear had a birthday, wh was celebrated by a large party at the Palace Hot and a beautiful cake with the usual sixteen candl We wish you many happy returns of the day, M Bear.

Miss Caroline Bachich was called home Novemb 2nd on account of the sudden severe illness of l mother. Miss Bachich's father is also very ill, you know.

Estelle Walker fell and sprained her right ank and left wrist the other day. We are glad to sa however, that she is now well enough to be back her office.

Ruth Shaw and Susan McGill are sharing a apartment at 1288 California Street.

With election over, it is to be hoped that Ma garet Dailey can now "come up for air." Mi Dailey, you are to be congratulated on your exce lent and comprehensive campaign work with its t umphant finish. You are becoming a politic mascot.

Miss Bertha Dale arrived home from her Easte trip on Sunday, November 1st, and from her a pearance (she gained ten pounds) she surely d rived much benefit and enjoyment from her vac tion. She is most enthusiastic about the wonderf time she had in New York; we hope she will get a opportunity to tell us about some of the fine pla she saw while there, as we hear she went to the th ater every night.

Ethel Maxwell accompanied Mabel Gregso Northern District President, to the delightful cl house of Palo Alto Club on Lytton Avenue for the Friday evening open house on the 6th and enjoy meeting some business women from Redwood Ci and Mountain View, both of which groups are inte ested in forming clubs and joining our Californ Federation. Mrs. Gregson has appointed Gertru Tubbs, Music Chairman, and Ethel Maxwell, Me bership Chairman of the Northern District.

Isabel Wilkie has been appointed Membersh Chairman for the San Francisco unit of the Wo en's Overseas League by the new President, Mi Winifred McNey. Miss Wilkie served with t Y. M. C. A. canteen attached to the 79th Divisio A. E. F., in France. Service overseas with t A. E. F., the Allies or the welfare organizations the requirement for membership in the Overse League.

Mrs. Madge Radelfinger is confined to her hon with a terrible cold, and so was unable to finish h conscientious and excellent work as "propert man" for the Dramatic and Choral Sections' ev ning on November 10th.

THE ENDOWMENT FUND

Miss Roberta McCarty of Fresno, winner of the eaking contest at the convention at Coronado on subject, *How can the interest on $20,000 be d to the greatest advantage to the Federation?* de an argument which deserves to be studied by ry member of the Federation. She spoke as fol- s:

'Income is defined by Webster, 'Amount of ney coming in.' Revenue from a $20,000.00 En- vment Fund could be used advantageously in nerous ways redounding to the welfare of our leration, some of which I will enumerate.

'More personal contacts by our state officers l committeemen with the clubs would develop a ater spirit of co-operation among the members. r Federation is helping every member indirectly, ; our newer members are probably unable to as- tain all of the advantages. We realize our state cers have done considerable traveling, but they not reimbursed all expenses incurred. Undoubt- y it would be inconceivable if we knew the ount our president has spent.

'This proffers an important consideration. Is good executive material being shelved on this ount? Many of our members would be willing to ve the Federation if their time, effort and abil- were the only essential qualifications. The more son why our Federation should be placed on a inesslike basis with the general overhead as- ed.

'A substantial sum allocated each year for or- nization and development work would revert to Federation by increasing its earning power; t is, by acquiring more clubs the amount of dues mitted to the State Federation would increase. r competitor, the National Federation, has rep- entatives in the field procuring new clubs which ld belong to our Federation. A representative uld be placed in each district. We need growth membership to gain in strength.

'We have a Federation that is taking great ides for the interests of the business woman. wever, this work is handicapped by lack of nds. The legislative work becomes more indis- nsable with each session of the legislature. The siness woman must look out for herself, and we uld be in a position to always protect our mem- s.

(To be continued)

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NORTHERN DISTRICT ENTERTAINED BY THE SAN FRANCISCO WOMEN'S TRAFFIC CLUB

The Northern District held its first quarterly meeting of the new club year in our club rooms, Sunday, November 1st. Mabel Gregson, newly elected president, presided, and placed before the members her constructive program for the ensuing year. Among some of the prospective accomplishments is a District Roster and more frequent contacts with the outlying clubs. Both measures were unanimously voted.

At 12:30, the business meeting adjourned to the beautiful main dining room for luncheon.

The San Francisco Women's Traffic Club entertained in a most delightful way. If any ships sailed out of the San Francisco Harbor Sunday, they must have sailed minus flags, for they all seemed to adorn the walls of our dining room. Beautiful posters, gay caps, and Hallowe'en favors added to the colorful atmosphere of the occasion and were contributions and loans by the Dollar Steamship Co., Norton Lilly, T. K. K., Southern Pacific, Santa Fe and other transportation companies, as also were the massive ship lamps that guarded the doorway and the complete miniature refrigerator car that decorated the head table.

A spirited Russian band entertained with music that sharpened the appetites. The roll call was responded to by quotations from familiar authors, and many laughs were created by such responses as: "I am fair, fat and forty," "I am always a lady and out for a good time," etc. How Z. Clements, chairman of the committee, found so many quotations about women is a mystery.

Helen Wilde, president of the Traffic Club, presided and introduced Z. Clements, master of ceremonies. The guest of honor and the speaker was our own Harriet Tyler, who was just as delightful and entertaining as ever. The hundred guests were deeply interested in what she had to say on "Women in Legislation." It was regrettable that more of our members could not have heard her inspirational praise of the manner in which the Business and Professional Women's groups all over the State have always rallied to the support of the woman lobbyist at Sacramento during the legislative years.

Much praise is due Helen Wilde, Z. Clements, Caroline Webber, Edith Johnson, Lila Kennedy and all members of the Traffic Club for giving us such a delightful party — constructive, serious, jolly and gay, beginning and ending with "Flying Colors."

A. H. Brace.

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NOV 21 1931
SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 NOVEMBER 21, 1931 No. 47

Weekly Program

November 24—Dramatic Section, 7:30 P. M.

November 26—No Open House—
Thanksgiving Day.

November 28—Saturday Tea, 3:00-5:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—No meeting for November.

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

AN EXTRAORDINARY PERFORMANCE

as the universal dictum of our membership and heir friends as they emerged from the Community heatre on Tuesday evening, November 20th, after joying an unusual entertainment given by the ramatic and Choral Sections. Where to begin and hen to end telling you about it is a task, as cerinly every member in the cast deserves special aise and commendation for the very fine porayal of character parts.

In the first skit, "The Unseen," we had Sylvia empton as Jeffry Baldwin, a rather irritated but ally forgiving husband (and what a handsome an she turned out to be!); Lilian Elias as the yal, devoted wife, even under very trying servant uations, and Terese Forman as Hulda, the serint who cut off the asparagus tips and served e stalks, truly was a fine piece of work and ought forth many laughs.

"When the Whirlwind Blows," which could be scribed as the communist skit, had an entirely fferent atmosphere, with Charlotte McClelland as adam Androya, who, in her suave, gracious and ntalizing manner, finally breaks down the denses of the audacious Anna, lady's maid, as porayed by Elsie MacLaren. While this character as entirely the opposite from Elsie MacLaren's ue nature and as we know her, yet she conveyed e ingenue to us in every line spoken and every ovement made. Special mention should be made Belle McDonald as Josefa, mother of a blacknith of the Workmen's Council, and her pantoime acting of seven minutes, during which time e entire audience followed every move and gesre of hers was as fine acting as she has ever done. Why, even Katherine Cornell, the New York actess, only gave us five minutes of this sort of work. This skit was serious drama, and had the quality of reality all through it.

"A Cup of Tea," as its title suggests, was light comedy, full of good humor and fine psychology, involving a domestic triangle with Rae Morrow, the romantic poet, always seeking new romantic adventures, this time with a fair lady of artistic yearnings, Callie Bachich, who, unfortunately, had a rather fussy, conventional husband, Clotilde Grunsky. As a consequence, viewpoints were not the same, but the situation was admirably saved by the poet's wife, Gertrude Tubbs, who, in a very nonchalant manner, disposes of pistols and serves tea instead. Well done in every sense of the word, and we were sorry when it ended.

This disposes of the skits, but, as Gertrude Tubbs, the Chairman, promised us before the performance, there was a surprise. The statement is verified by saying that the Choral was distinctly a surprise in the fine rendition of selections, in their natty, new blue jackettes and white dresses, in its grouping on the stage; in fact, in every way did the Choral Section excel itself on that evening. We shall leave it to the individual members to tell Mrs. LeRoy what wonderful progress she has made with this Section, and while we are always proud of our Choral, we were particularly proud of it that evening.

The accordion selections by Miss Jenella Patten, the tenor solo by Mr. Robert Furnas, who also accompanied the Choral in its first selection, "Capri," and the Musical Surprise by Messrs. Toefler and Firenze (which, by the way, is still a mystery, as some of us have yet to find out what sort of an instrument it was), were all delightful numbers, well rendered. A word of praise for Mrs.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

OFFICERS

President.....Ethel L. Maxwell
First Vice-President.....Mary H. Baker
Second Vice-President.....Bertha J. Dale
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Berenice Magness
Auditor.....Alice Kennedy
Honorary President, Lillian Palmer

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House.....Nettie Smith
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Sunshine.....Matilda Schimpf

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Merle Curington, who is always so gracious in giving her time as well as talent on whatever occasion requires it. Mrs. Curington was the Choral accompanist, and also played during the intermissions.

To those who worked so hard to make the show a success, to the directors, Mrs. Florence Drake LeRoy and Mrs. Eva Smith Hackett, to Jessy Scott, the Property Manager; to Gertrude Tubbs, the Chairman, as well as to all who played any part in this production, our highest praise is "'Twas the best yet," as it was a great parade of entertaining stars who passed in review before the footlights of the Community Theatre on that evening.

MARY H. BAKER.

CLUB NOTES

DR. PHILLIS BOURNE

We are so sorry to tell you of the accident whi befell Harriet Blockburger. She had the misfortu to scald herself very seriously; her abdomen a right leg are very bad, and she is unable to wa just now. On account of her burns she was unab to attend the Dramatic and Choral Sections' sho on Tuesday evening, so sent best regards to all.

Speaking of our Theatrical Night, we had ma distinguished visitors. Among those present bei Mrs. Birmingham, an officer of the National Fe eration of Music Clubs, and Mrs. Johnstone, of t Wednesday Morning Choral of Berkeley, as gues of Mrs. LeRoy. Sara Ann Magill brought guests Mr. and Mrs. Kopka, of Alameda, and Mr Murphy, of Reno. We also saw many famili faces from the San Mateo, Burlingame and Pa Alto Clubs. We hope our friends enjoyed the eve ing as much as we enjoyed having them.

Mrs. Alice Lindburg, a Business and Profession Women's Club member of Nebraska, was a visit to the Club rooms this week.

When Mabel Pinger was asked how she spe Armistice Day, she said, "The most enjoyabl having my 'ivories' polished!"

When the beautiful new Dollar boat, *Preside Coolidge,* was here on her maiden trip, our me ber, Bessie Henderson, had the honor of enjoyi luncheon on board as a guest of the captain. Ca tain Aklim started out with Hoyt, Shepston a Sciaroni some years ago, and when in port t other day had all the employees who were the when he was, as his guests. Miss Henderson sa the boat is wonderful, and how she would love make a long voyage on her! Did you know th all the furnishings of the boat were made here San Francisco by Marston & Company and shipp East?

I see that Margaret Dailey has been made Cha man of the Inaugural Ball for Mayor Rossi.

Mrs. Alice Kennedy has connected with the Mo Freight & Forwarding Company at 1077 Howa Street.

New Address—Mary Mooney, 300 Buchana Street. Telephone MA rket 5593.

Anita K. Mayer, 362 Geary Street, after her r turn from visiting the New York corset shops a factories, has found it necessary to redecorate a rearrange her store to harmonize with the line new merchandise which she is now showing. O readily feels the cheerfulness and comfort of the surroundings, especially in the fitting rooms.

Have you seen "Miss Simplicity," "New Moon or "Thrill"? If not, come in and get acquainte Prices from $1.00 to $5.00—most reasonable. Fi tings guaranteed—alterations free.—*Advt.*

THURSDAY EVENING

We shall be glad when the contract lessons are er to welcome back to the Thursday night bridge les those who feel that two nights in succession too many to give to that fascinating game.

We spent a pleasant evening on the 12th, with rtha Stalder and the busy B's as hostesses. The s are Helen Benioff, Clare Borello, Bertha own and Ednah Butler.

On the 19th we shall have the Class of 1930 as nored guests, and the Hostess Chairman for the ning is Susie Hicks, also of the Class of 1930. r committee is made up of quite recent members o have enjoyed the Thursday evenings during s, their first year in the Club, and who are show- their appreciation by serving on the service ad for the last third of the year. They are ud Lambertson and Rosa Peterson.

Below are the names of the Class of 1930:

Hazel Britton	Betty Walton
Minnie Dobbin	Clara Brown
Marie Furst	Hazel Dominick
Harriet Hartford	Etta Graff
Lillian Johansen	Susie Hicks
Elsie MacLaren	Agnes Livingston
Jessie McKinney	Emma Maland
May Sanford	Martha Regner
Blanche Stevens	Emilie Schultz

Lola Stillman

SPECIAL INVITATION EXTENDED TO OUR CLUB MEMBERSHIP

Prof. Maneck, of Bombay, India, and graduate of two American Universities, is to deliver a series of six free lectures in the Sorosis Club Auditorium, beginning Sunday night, November 22nd, and each night the next week to Friday, at eight o'clock. Maneck is a personal friend and fellow-worker with Gandhi. He will speak on Psychology, Metaphysics, Psycho-Analysis and allied themes leading to personal culture and efficiency.

Maneck specially invites the members of the Club to attend. A musical program will be supplied by Grace Boles Hedge. Prof. Maneck has created an intellectual sensation throughout the country. He is one of India's great teachers.—*Advt.*

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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President

Bank of America National Trust and Savings Association

THE ENDOWMENT FUND

(Continued from last week)

"Our Federation is expanding, new problems are confronting us and we do not have adequate funds to meet these emergencies which arise. A reserve fund should be at the disposal of the president. For instance, our state magazine, *The California Woman*, has needed financial assistance several times. We should be able to give aid when required. The magazine is the voice of the Federation and should never be suspended.

"From these statements I know it is apparent to you the income from a $20,000.00 endowment fund could be spent most beneficially. Therefore, the fund is not futile. I reiterate the necessity for concentrated effort on the part of every individual member to complete the fund as soon as possible in order to put the income in circulation. Let every member of her own volition contribute 2c a week; some feel they can offer more, and those of our members who have means and are in sympathy with the fund and our Federation, I know will name the Federation in their wills to the extent their estates will permit.

"Please support the fund and make our Federation a more creditable organization for the business women of California. Our financial troubles will be terminated; we will be operating with a capital and have sufficient funds to take care of our overhead and incidental expenses as well as do extensive development work making possible a bigger and better Federation with greater strength."

MAGAZINES

I wish to thank the members who so kindly contributed reading matter for the boys at the Disciplinary Barracks. The following letter I received from Chaplain C. Sliney.

ISABELLE E. BANZ.

"DEAR MISS BANZ:

"I am very grateful to you for your kindness in securing so many fine magazines for my boys here.

"Hoping that you continue to manifest your kind interest in us, I am

"Gratefully yours,
"EDMUND C. SLINEY,
"Chaplain, U. S. A."

DRAMATIX AND CHORAL

The Dramatic and Choral Sections wish to e press appreciation to the membership who su ported their recent Big Night and aided in ma ing the same a financial success. Special mentio must be made of the arduous work done by Mr Jessy Scott as property manager, and Isabel Banz as ticket-seller; neither of whom belong either Section, but helped out 100%.

The Choral Section is right back to work, havi already started upon a new and intricate Chris mas Cantata. New members are always welcome this Section.

The Dramatix will meet on Tuesday next—t 24th, at 7:30, to read "Elizabeth, the Queen, that historical drama lately played by Pauli Frederick. We had 53 members the night we s this splendid production; it was a most enjoyab evening, and the reading of the play should equally so. New members welcome to this Sectio

FLORENCE DRAKE LEROY,
Choral Director.

GERTRUDE D. TUBBS,
Chairman, Dramatic Section.

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ACADEMY OF SCIENCES

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

l. 8 NOVEMBER 28, 1931 No. 48

Weekly Program

Coming Events

December 1—DINNER, 6:15 P. M.
Western Women's Club.
BUSINESS MEETING.

December 3—Choral Section, 6:45 P. M.

December 3—Thursday Open House, 8:00 P. M.

December 5—Saturday Tea, 3:00-5:00 P. M.

Hostesses
Mary F. Fennig, Chairman

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

International—Third Monday, 7:30

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

GANGSTERS AND RACKETEERS

By Polly R. Hatch

William J. Quinn, the San Francisco Chief of lice, was our guest speaker at dinner on Novem- r 17th. He spoke on the topic, "Racketeers and ngsters." He first discussed Al. Capone, our ch-racketeer, saying that two years ago President oover dispatched a special agent of our Federal vernment to study the activities of Capone and fraternity. When the agent returned to Wash- gton with his report, President Hoover was as- nished. Among other startling facts, the agent ported that Capone's weekly gross income, which course, must be distributed among a vast erarchy of lieutenants, totaled as much as $28,- 0,000! Capone receives tribute on every glass liquor or beer sold in the territory from Chi- go to New York! No wonder that Mr. Hoover narked that he wondered "who runs this country, yway?"

Mr. Quinn then discussed the case of Mr. Sapiro, San Francisco attorney, who recently went to ew York to form a doubtless meritorious eco- mic organization. Shortly after his arrival he s visited by two so-called "business agents," o turned out to be powerful racketeers. They shed to sell their services, and when Mr. Sapiro clined the offer, they told him that he would get where without them. Subsequent failure proved e truth of their statement, as Mr. Sapiro has re- ned to San Francisco from New York com- etely unsuccessful.

Mr. Quinn declared that the racketeer is no more an the old-fashioned blackmailer. However, their ganization is so thorough that they hold the eat American cities of Chicago and New York mpletely in their grasp. Business men in both cities appear entirely unwilling to co-operate with the police in curbing the racketeer—doubtless through fear of retaliation from the gangs. To such a pass have matters come in our great cities!

It seems easier to keep out racketeers than it is to drive them out. Our San Francisco Police Department is constantly vigilant in this endeavor. Special plain clothes men study hundreds of photographs of racketeers in our Bureau of Identification so that they may recognize them on our streets in case they visit San Francisco, and pick them up. More than one has been recognized and persuaded to leave town. However, it is a task which requires the constant vigilance of our police and a determined and intelligent citizenship. To date, the racketeers have not gained a foot-hold in our city, according to our Chief of Police.

The last part of Mr. Quinn's talk was more general in its nature, since he made some constructive remarks for developing our boys and girls into good citizens rather than potential criminals. He said that the old social agencies of church, home, and school must ever continue their work. He further urged the value of supervised recreation as a real deterrent to crime. Well-conducted playgrounds have proved their value to our city, and we need many more of them.

Mr. Quinn's remarks were neither lengthy nor oratorical. However, they carried the ring of authority, and his sincerity was obvious. We left this dinner with a deeper realization of what organized crime can do to our American cities, and with a deep conviction that "eternal vigilance is still the price of freedom."

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CLUB NOTES

By Dr. Phillis Bourne

Nell Barr, who just recently moved her Beauty Salon to 209 Post Street, and began to advertise in the Business Woman, wants all the members to know what excellent results she is getting from her "ad." We are so glad, Miss Barr, that you have told us, and we hope more of our members will be encouraged to run an ad.

Miss Jean Kerrison is ill at home with "flu" and pleurisy, while Mabel Pinger is also confined to her apartment with a severe case of bronchitis.

Mrs. Ida Rose Grebinar has found business so good that it was necessary to enlarge her shop, taking in the store next door. The whole place has been completely done over very beautifully.

Last week when we mentioned the accident which befell Harriet Blockburger we didn't know just how serious it was. She has had to go to the San Francisco Hospital, as it will be necessary to graft considerable skin. Since she will be in the hospital a long time I know that she will enjoy having visitors. The hours are 2-3 p. m. and 7-8 p. m. daily, Sundays, 2-3 only.

Miss Vestina Smith has started in a new line of business as a public stenographer and travel agent. She will be glad to sell an auto stage, steamship or airplane ticket. Phone MO ntrose 0095.

New addresses:

Josephine Rudasill, 1410 Lombard Street, GR aystone 8655.

Ellen S. Robbins, 4950 California Street, EV ergreen 3910.

Blanche Stevens, 2235 Larkin Street, Apartment 8.

Nora Blickfeldt, 4280 Howe Street, Oakland.

CONTRACT BRIDGE LESSONS

We will be ready to start another class on Friday, December 4th. There will be a series of six lessons of one and a half hours each, and the price is only Two Dollars for the course. The lessons will begin at seven o'clock each Friday evening.

Mrs. Jeanette McCurdy, our own member, is the competent and conscientious instructor, and the method is Ely Culbertson's Approach Forcing System.

Contract seems to be becoming more and more popular, and you don't want to be out of it. Members wishing to join will please notify the undersigned or Mrs. Burlingame, and remit your check for Two Dollars.

Charlotte F. McClelland, Chairman.

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BOOK SECTION

th a sense of relaxation,
d a slow mañana air.
us we planned our evening's session,
d we didn't have a care.

one asked to write an essay,
ne assigned to any task,
st a happy carefree evening,
at more could a member ask?

we came in goodly numbers,
tra chairs were put in place,
ests and members grace our Club rooms,
we welcome each new face.

me grows wings when pleasure beckons.
is, Mrs. Carmer had in view,
hen she introduced our speaker,
adly and without ado.

Aileen Strong''—her name's familiar,
elcome too, a faithful friend
our Section, gives her talents,
e on whom we can depend.

ouldered all the evening's program,
ok reviews are her strong forte,
ery moment brought new pleasures,
upled too with food for thought.

oks and authors pass before us,
terestingly arrayed,
Maugham,'' and ''Cather,'' ''Russell,''
''Adams,''
Adler,'' ''Thurslow,'' on parade.

Rest''! called Time at closing's chiming,
ough the hour we would detain,
ill we have this pleasure promised,
leen Strong will come again.

A Member.

IMPROMPT-I

Looks like a rainy season—eh, what? Anyhow, we walk—rain or shine! We'll meet at the end of the carline No. 12, at Sloat Boulevard and the Great Highway. If you come on Geary line, take the bus at the end of A or B. If bright and gay—we'll go down the beach and try to capture Mussel Rock; if too uncertain, we'll take a run around Lake Merced; if it pours, we'll just walk right down the Great Highway! Mr. Weatherman—we snap our fingers at you! Sunday, November 29, at 10:15—seeing you with that

Impromptu-I.

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Mrs. Edward Dexter Knight
Assistant Vice-President
Bank of America National Trust
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A DREAM—A PILGRIM'S DINNER

I am one of the little Puritans of Colonial Days; I am in little old New England, feasting; we have reached the New World, and it is our Thanksgiving Day. Governor Bradford and Mistress Bradford are our hosts; there are most a hundred of us happy ones. Those luscious vegetable decorations, those sprawling oak leaves, that rare old pewter—it came over with us from England. A gifted one relates our perilous adventures on that storm-tossed voyage across; the hardships, the conquests of the early months. Ah! There is Priscilla at her spinning wheel, coy and wise, and cometh Miles Standish a-courtin'. We see our First Thanksgiving Church Service, and the Indians, a bit unruly, but picturesque! A soothsayer portrays living pictures of the morrow: George and Martha Washington will sway the 18th Century. Southern aristocrats and hooped skirts; Gay Nineties—these of the 19th Century. But the lovely femininity of the 20th Century—what adorable fashions for them! We sing "America." Oh—I awake! I am with Charlotte McClelland—we have journeyed to Oak Tree Inn to dine and celebrate a Pilgrims' Dinner with Burlingame Club—such a glorious night we've had! Burlingame Club—we salute you!

GURTY.

THURSDAY NIGHT

November 19th

Honored Guests of the Class of 1930

Clara Brown	Etta Graff
Susie Hicks	Elsie MacLaren
Martha Regner	May F. Sanford

Seth Parker proved a strong counter attraction, and many of the Class of 1930 went to hear him, but those who were at the Club rooms seemed to enjoy the evening.

Sue Hicks and her committee served some delicious cakes furnished by Clara Brown and Ellen Robbins, and May Sanford and Martha Brown sweetened us all up with lovely candies.

THE THINKER

Back of the beating hammer by which the steel i
wrought,
Back of the workshop's clamor the seeker may fin
the thought;
The thought that is ever Master of iron and stea
and steel,
That rises above disaster and tramples it unde
heel.

Light of the roaring boiler, force of the engine
thrust,
Strength of the sweating toiler, greatly in these w
trust;
But back of them stands the schemer, the Think
who drives things through,
Back of the job the Dreamer who's making t
dream come true.

BERTON BRALEY.

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A table in private room or main diningroom especially for members of B. & P. W. C. can be arranged for
Luncheon served 11:00 to 2:00 P. M.
Dinner served 5:00 to 7:30 P. M.
ELLEN S. ROBBINS, Director
Member B. & P. W. C.

DEC -4 1931
SPECIAL COLLEC

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 DECEMBER 5, 1931 No. 49

CALIFORNIA B&P WC
DEC 31 1931
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ACADEMY OF SCIENCES

Weekly Program Coming Events

December 8—Dramatic Section, 7:30 P. M.

December 10—Choral Section, 6:45 P. M.

December 10—Thursday Open House, 8:00 P. M.

Hostesses
Bertha Stalder, Chairman
Marie Crandall **Cornelia Seeley**
Susan McGill **Ruth Shaw**

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

International—Third Monday, 7:30

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45. At Club Rooms.**

THURSDAY NIGHT

There will be open house on three Thursdays ıly in December, as Christmas Eve and New ear's Eve fall on Thursdays, and, of course, no ıe wants to play bridge on those nights.

CHRISTMAS PARTY

We shall have our Christmas party on Tuesday e 29th, following the regular fifth Tuesday din- r meeting, which is a part of our regular pro- am. After the dinner we shall adjourn to the ub rooms and have a program there instead of the dinner. Mrs. Sexton has some very fine ings lined up already, and we promise you some- ing worth while. After the program we shall ve refreshments in true Christmas fashion.

CHRISTMAS TREE

We shall also have our usual Christmas Tree, ıd this year we plan to give every member a part the decoration of this tree. Our ornaments and corations are becoming much the worse for wear, ıd we shall have to discard most of them, so we e going to give every member an opportunity to ace an ornament on the tree, either with her own fair hands or vicariously, if she cannot come to the Club rooms. If you are too busy to purchase your ornament, send a nickel, or dime, if you feel ritzy, in change or stamps, to the rooms, and we will buy for you and place it on the tree.

There will be only one ornament hung from each member, and that will have a little red tag on it with the donor's name. The very topmost point is reserved for our Honorary President, Lillian Palmer; a row of strategic points just below will be reserved for our Past Presidents; then in a little group you will find our present President surrounded with her "vices" and other officers—perhaps they are her "virtues"; on the other side of the tree will be a group of Directors and one of Committee Chairmen, and perhaps the Choral, grouped around Mrs. Le Roy, and the various other Sections grouped around their Chairmen.

We are going to have a BIG tree, and it will stand in the center of the room, and there will be room on it for something from every member of the Club. It will be placed in position on the 18th, and you will like to see it blossom. It should be in full bloom by Christmas Day, and will remain in its glory until the day of the party.

There will be little treats for any children you may like to bring to see it.

DON'T FORGET THE CHRISTMAS WELFARE FUND

The Business Woman

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
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CLUB NOTES

By Dr. Phillis Bourne

Thanksgiving was the occasion for many of our members going out of town to spend the day with relatives or friends.

Miss Susan T. Smith went farthest, and is staying the longest. She went to Southern California, and returned on November 29th.

Miss Caroline Bachich motored to Sonora to be with her father and mother.

Dr. Susan Hamilton spent the day at Ukiah, going by train.

Mrs. Jessy Scott had an enjoyable time in Sacramento, eating turkey and other good things.

Mrs. Gertrude Wise and her husband spent Thanksgiving in Stockton, as is their custom.

We are happy to be able to report that Mrs. Blockburger was well enough to leave the San Francisco Hospital on November 25th, and is now at her home. She will be glad to see any of the girls.

There is a rumor floating around that the Choral Section is practicing hard on a lovely Christmas cantata. It is a terribly deep, dark secret as to what the name of the cantata is this year, but we know that it is very good.

Mary Sexton seems to have been entirely unsettled by the several trips she has been making up and down and round about the last year or two, to Seattle, Coronado, the Grand Canyon and what not, and since her return from Arizona has had an enjoyable motor trip to Santa Barbara a week or two ago. Don't forget the old "pome" over the fireplace, Mary, "East, west, hame's best."

Miss Jean Kerrison and Mrs. Mabel Pinger, we are glad to say, were both able to return to their offices last week, after unpleasant attacks of flu, pleurisy and bronchitis.

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ilst he who sees no profit in their use,
ll live a fool and die as great a goose.

At my call
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Stand ready, like my bellows,
For service menial;
is kingly do I sit and at mine ease,
ilst they, when summoned, do their best to please.

Who pines more
For earthly rank and pelf,
Than good books on his shelf,
Is like a sycamore;
ree so plagued by density of shade,
t well-intending light shrinks back dismayed.

With a book,
A man is richer far
Than kings and princes are,
Though he no cities took;
in good books a vein of thought is found,
ich, mined, exhaustless gold yields from the ground.

JAMES R. CLEMENS,
in the *Saturday Review of Literature.*

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NEW YEAR
WITH A BANK OF AMERICA
SAVINGS ACCOUNT

MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President
Bank of America National Trust and Savings Association

DRAMATIX!!

On Tuesday, December 8th, we will read "The Barretts of Wimpole Street," by Besier. This play has had a long and successful run on Broadway, and has just gone to Boston. It may reach the West in the spring. Meantime, we will just find out what it is all about. Rather long, so be on hand as near 7:30 as possible.

Our following meeting date is December 22nd, and too near to Christmas to be attractive to a meeting, so the gathering of December 8th will be the last of 1931. We recess to January 12, 1932.

GERTRUDE D. TUBBS, Chairman.

SATURDAY TEAS DISCONTINUED

A cup of tea in our lovely Club rooms on a Saturday afternoon seems quite unable to compete with the spirit of Christmas. Bogus Santa Clauses and the warming good cheer of bright shop windows hold forth an irresistible attraction for our members.

Therefore, acknowledging defeat in the presence of superior forces, the Saturday afternoon Club teas will be discontinued until after the holiday season.

SAN MATEO'S BIRTHDAY PARTY

The following letter speaks for itself:

"DEAR CLUB MEMBERS:

"San Mateo's Birthday and Christmas Part will soon be taking place, and we shall be ver happy to have as many as possible of our Sa Francisco friends present to help us celebrate th occasion.

"This party will be held on *Monday, Decembe 14th*, at 6:30 p. m., at the Oak Tree Inn, Sa Mateo. The turkey dinner will be $1.25 per plat Besides the installation of officers for the comin year, our Program Committee promises us som thing quite novel in the form of entertainment i keeping with the Christmas spirit."

If any of the members can accept this invitatio reservations may be made through Mrs. Burli game. San Mateo's parties are famous!

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DEC 11 1931

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | DECEMBER 12, 1931 | No. 50

SPECIAL COLLECTION

Weekly Program — *Coming Events*

CALIFORNIA LIBRARY B&P WOMEN DEC 3 1931 RECEIVED ACADEMY OF SCIENCES

December 14—Book Section, 6:45 P. M.

December 15—DINNER, 6:15 P. M. Western Women's Club.
Speaker: Mr. Vaughan MacCaughey.
Subject: "South Sea Jungles."

December 17—Choral Section, 6:45 P. M.

December 17—Thursday Open House, 8:00 P. M.

Hostesses
Jessy Scott and her Busy B's.

SECTIONS

Civic Section—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

The Program Committee has been most fortunate n securing for our speaker, Mr. Vaughan Mac-aughey, who is not only a speaker of note but a ell known educator and author. At present he is ditor of the *Sierra Educational News*, the official ournal of the California Teachers' Association. Ir. MacCaughey is also a member of the Faculty f the University of California Extension Depart-ient. He was formerly Superintendent of Public nstruction for the Hawaiian Islands, and Professor f Botany, College of Hawaii.

Another field of his activity has been with the oy Scouts of America as Director of Education. Ir. MacCaughey has also been connected with cout work in Utah, Arizona, Nevada and Califor-ia, as well as Hawaii.

Those who have heard Mr. MacCaughey describe im as a wonderful speaker with a splendid per-onality.

M. S. Sexton, Chairman.

BOOK SECTION
December 14

LEGENDS, CUSTOMS AND STORIES

Our Chairman has worked up a delightful pro-ram for this meeting as follows:

Miss Lilian Elias—Germany.

Miss Josephine Weed—England.

Miss Lydia Floan—Norway and Sweden.

Miss Margaret Girdner—The Evolution of Carols.

Miss Reba Greenly—Contralto of the San Fran-cisco Conservatory of Music, will render sev-eral songs, accompanied by Mr. Gillespie.

INVITATIONS AND PARTIES

The first Regional meeting of the Northern Dis-trict has been called by the President, Mable Gregson, for Sunday, December 13th, business meeting, 10:30, at the Club house of the Palo Alto Club, 353 Lytton, Palo Alto. Luncheon at Wil-son's, 12:30, $1.00. This invitation was not re-ceived in time for last week's BUSINESS WOMAN, and as the Palo Alto Club requests that reserva-tions for lunch be sent to their President, Mrs. Whittern, by December 10th, Thursday, if you are planning to go, please phone Mrs. Burlingame as soon as you receive this copy of the paper, so that she may let the Palo Alto Club know the num-ber going from San Francisco with the least pos-sible delay.

The San Mateo Club invites us to a birthday and Christmas party the following day, Monday, December 14th, 6:30 p. m., at the Oak Tree Inn. We have received a most cordial invitation from Miss Bartle, the President, through our own mem-ber, Edna Hansen, who is Secretary of the San Mateo Club. The same need for prompt reserva-tions applies in this case, as, of course, Monday would be entirely too late for Mrs. Burlingame to notify them. So if you are planning to attend either of these out-of-town Club affairs, please telephone Mrs. Burlingame at once.

Ethel L. Maxwell, President.

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CLUB NOTES

Dr. Phillis Bourne

Mrs. Henri Napier Carmer has been giving a series of lectures under the auspices of the Metaphysical Library, at 177 Post Street, at 12 o'clock noon. The next lecture on "The Symbology of the Seven-Branched Candlestick and the Heights and Deeps of the Creative Power in Man and Nature," a Christmas talk, will be given on December 11th. There is no charge for admission.

Miss Lillian Van Laanen will be married on December 15th to Mr. Ralph Bruce Calkins. They will spend their honeymoon at Carmel-by-the-Sea and will be "At Home" at 845 California Street about the first of the year. Congratulations and best wishes to you both.

Miss Elizabeth Thomason has returned to the city after a long visit in the South. We are glad to see you at the Clubrooms again.

We are glad to welcome back Miss Helen H. Mahlum from Honolulu, where she has been for nearly a year. Miss Mahlum will be with us till June, at which time she is going to Boston for a visit.

Born in December! That's a bad break, but five of them celebrated their birthdays in one, at Solari's, on Sunday last: Sarah McLaughlin, Jessie Scott, Bert Stalder, Jean Doub and Emma Schmedes. And they had a grand and glorious feast, and were fairly swamped with good wishes. And here's some more to each of them!

New Members

Mrs. Daisy I. Denis,
U. S. Steamboat Inspection Service,
Custom House. DAvenport 6146.
Residence, 766 Cole Street, UNderhill 1441.

Mrs. Jeannette McCurdy,
Bridge Instructor,
2416 Gough Street, ORdway 9866.

Mrs. Irene Herlitz,
Secretary to Frederick H. Rindge,
201 Drumm Street, KEarny 3534.
Residence, 2315 15th Avenue, LOckhaven 1254.

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THURSDAY NIGHT

Last Thursday night we were the recipients of a ery delicious cake made by Mrs. Brinning, and ent to us "As an appreciation from Mr. and Mrs. Brinning for the wonderful co-operation given us y so many of your members in the purchase of I. & N. Chews." M. & N. Chews are those lovely onfections to which we were introduced by Ada Brace. This is a case where we cast our bread pon the waters and it returned to us in the form f cake.

My goodness, Christmas is almost here!

"THE JOY OF GIVING IS THE SPIRIT OF HRISTMAS."

That is a mighty good slogan, even though it is ostered by our city for commercial reasons. You ill get a lot of joy out of giving an ornament or the CLUB CHRISTMAS TREE, and the old HRISTMAS SPIRIT is going to be strong round the Clubrooms this year. Let's make our ree a beauty, and be sure you have a part in it. The tree will be ready for you to begin decorating on Friday night the 18th. If you go to bridge lass, take your ornament with you and get it hung n a good place that night.

CHRISTMAS PARTY

The Christmas party will be held in connection ith the fifth Tuesday dinner—on the 29th. We annot give the complete details until next week s to the entertainment features; neither can we tate whether the dinner will be "ate" in the rivate dining room or Merrill Hall. If you will tart making your reservations as soon as you read his we shall be able to make our plans to better dvantage. If we dine in the P. D. R. we shall djourn to our own rooms for the program; if ou are willing to go back to the old price of $1.25 or just this one time we shall have the advantage f Merrill Hall's stage. Let Mrs. Burlingame now how you feel about it. PRONTO.

Of course, you can come to the party whether ou dine with us or not, but it will be lots more un if you take in the whole show, for there will e a few little surprise features at the dinner.

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Dinner served 5:00 to 7:30 P. M.

ELLEN S. ROBBINS, Director
Member B. & P. W. C.

IMPROMPT-I

That was a great walk around Lake Merced last Sunday. A squint of San Francisco in the distance disclosed a fairy city in the sun—we'll have to do that tramping again in the spring.

We have not tea-d for some while, so next Saturday, after you have shopped around and feel sort-a all in, come up to the St. Francis, at 4:00 and rest and chat and sip and feel revived! Price, 50 cents! Saturday, December 12, at 4:00 with the

IMPROMPT-I.

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Bank of America National Trust and Savings Association

NOMINATING COMMITTEE

Belle McDonald, Chairman.....
.....Appointed by the President

Jean E. Kerrison.....
.....Appointed by the Board of Directors

Clotilde Grunsky.....Elected by the members at the Business Meeting of December 1, 1931.

ARTICLE XI
NOMINATIONS

SECTION 2. "This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the Chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the bulletin board of the club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place."

JEAN E. KERRISON, Secretary.

A SUGGESTION

Happened to see the following in print today and it would appear to be authentic, as the publication was from the Credit Association. I thought it might interest some of us in the Club who are finding ourselves somewhat caught in the meshes of this period of the downward curve of economics.

It might especially interest Ada Brace, as I am told that she very successfully became midwife to a batch of the darlings sometime during the past year.

JEANNE GOODWIN.

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DEC 18 1931
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Vol. 8 DECEMBER 19, 1931 No. 51

Weekly Program

Christmas Week
No Meetings

Coming Events

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Chorus—Thursday, 6:45 to 7:45.
At Club Rooms.

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A Christmas Greeting

By the courtesy of the Editor, it is the happy privilege of your President, through the BUSINESS WOMAN, to wish every member of this Club a joyous Christmas and a New Year which she sincerely hopes will be one of good health, of work, play and planning with our new officers for the advancement of the organization. Let us, during this holiday season, pledge ourselves to aid them in every way by our co-operation and enthusiasm.

For this opportunity to have served the Club and for the close and loyal friendship of your officers which has grown with this service, I am grateful, and I can wish for my successor nothing finer than a similar co-operation. The realization of the day by day and week by week performance of the various duties by different members of the Board and Committee Chairmen to keep the Club functioning smoothly is the gift one takes from the office of President, and my appreciation of this loving service has been deepened and strengthened as I have watched.

It seems fitting that this Club work which the members do for each other should be mentioned in connection with this particular Christmas of 1931, a holiday season which will prove to be different from that of other years in that everyone everywhere is thinking of others with a keener sense of responsibility for the less fortunate than has been the case for a long time. We are glad that this Club has been able to take part in community activities which are necessary at this time, and through this participation we are able to say with deeper sincerity,

A Merry Christmas

ETHEL L. MAXWELL.

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INTERNATIONAL SECTION

NO MEETING IN DECEMBER, as Dr. Kaun is in New York. Next meeting, January 18, 1932.

JEAN DOUB, Chairman.

CLUB NOTES

By DR. PHILLIS BOURNE

1401 STONE STREET.
GREAT BEND, KANSAS.
December 5, 1931

DEAR CLUB MEMBERS:

Perhaps the BUSINESS WOMAN will print this a my greeting to you all, in lieu of individual letter in acknowledgment of messages that have bee sent to me. A rather large family correspondenc seems to require most all the time I can find fo letter-writing.

Affairs here at home are fairly routine. Ar sorry to say that my mother's condition has no improved; however, she does not seem to be an worse. She keeps cheerful and interested in thing around her. My parents celebrated their golde wedding anniversary in August, and my mother' seventy-fifth birthday in November.

Have joined the local Chapter of the B. P. W They are an active group, taking full part wit other service clubs in local affairs, as well as i State Federation work. We have "adopted" family for which to provide Christmas cheer, an have sponsored an expression recital by a loca girl, to be given during the Christmas holidays the proceeds to go into our Educational Loan Fun which is similar to your Remembering Fund. Thi club is affiliated with the National Federation.

Have followed your club activities, as reported i the BUSINESS WOMAN, with much interest, and re gret that I cannot join you occasionally. Woul like to drop in for tea at the Clubroom this afte noon, for instance! It's a cold, bleak day her and that cosy Clubroom looms warm and invitin in memory.

With Christmas preparations on every hand, wi send as my Christmas greeting to all the member a verse that came to me last year—one that particularly appreciated:

"If you have ships upon the seas,
May every friendly wave and breeze
Return full-freighted argosies.
If you have caravans afar,
May they—beneath a lucky star—
Bring back their wealth to where you are.
But if the treasure that you hold
Is not of frankincense and gold,
If all your stores of precious things
Are cherished dreams and visionings,
Hopes long deferred and kept apart,
Dear inner secrets of the heart,
Then may the new year bring to you,
Like homing ships across the blue,
Each wish fulfilled—each dream come true.

Sincerely,

WINIFRED KERR.

Mrs. Le Roy, Anita Mayer, Sara Ann Magill an Marjorie Wilson were guests of the Wednesd Morning Choral of Oakland at the Scottish Ri Auditorium in Oakland on Tuesday evening at lovely program.

A card from Miss Anna Clapp tells us that s is in New York City at 304 E. 42nd Street, an would appreciate hearing from the girls.

We are glad to report that Harriet Blockburg is getting along nicely.

THURSDAY EVENING

A group of willing workers made poinsettias st Thursday night for Christmas decorations. hile others played bridge. On the 18th we are ping to make Della Robia wreaths; better come d help and, if you don't know how, learn how to ake some for your home decoration too. If you ve a pair of pliers with wire-cutting ability, ing them with you.

The Chairman didn't read over her copy for the ecember 3rd issue of the BUSINESS WOMAN, with e result that some of you may have gotten the ea that the ornaments you are asked to conibute are to be "hung from the members" and t from the Christmas tree. Such is not the case, wever; come to the party "all dressed up like Christmas tree" if you wish, but the ornaments ill be in the proper place—on the tree.

Remember, the tree will be ready for decoration Friday the 19th; you may send in your decoraon at any time if you cannot come in person to ng it on the tree. We have a cute little red star g to go with each one. Callie Bachich and Charte McClelland made fifty of them Thursday ght, so you see we are optimistic and believe that least 25% of the members are going to have a rt in that tree. Lots of lovely ornaments have rived already.

The dinner will be in the usual place at the ual price of $1.00. This means we shall be limed to about seventy places, so make your reservations early if you are going to enjoy that end the party with us.

Now-a-days it seems that plans are made to be oken, so we are not going to give you the deils of the entertainment for fear we might have change our plans again. Just trust us to make e evening worth while.

OPEN HOUSE is closed on Christmas and New ear Eves.

Mrs. Merriman, of La Casa Alta, 207 Powell reet, has a lovely home out on Clay Street which e would very much like to share in every way th a couple of business women. The charge is minal, $25 with breakfast, and $45 to $50 for the o meals. Dinner at La Casa Alta if preferred. hone GArfield 9229 for information. —Advt.

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"The Business Woman"

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NEW YEAR
WITH A BANK OF AMERICA
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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President

Bank of America National Trust
and Savings Association

"I don't know what to do!" cried Scrooge, laughing and crying in the same breath.

"I am as light as a feather, I am as happy as an angel,

I am as merry as a schoolboy.

A Merry Christmas to everybody, A Happy New Year to all the world."

Hallo Here! *Whoop!* *Hallo!*

From Dickens'
Christmas Carol

Fellow Club Members:
May the spirit of Christmas be with you and happiness be yours throughout the coming year.
ANNA S. HUNT

To all Club members
Old and new,
Holiday Greetings
I extend to you!
MATILDA J. SCHIMPF
(Mary Sunshine)

"To greet you in the good old way
And wish you joy on Christmas Day
That holds undimmed its glowing cheer
And brightens all the whole New Year."
Best wishes,
JEANNETTE McCURDY

It's good to stop for a moment
To greet friends like you—
Expressing kindly wishes
And happy ties renew.
It's good at the Christmas Season
This time at the Saviour's birth—
For extending friendly greetings
That make for peace on earth.
Best wishes from
ANITA K. MAYER

Greetings and Best Wishes for a
Merry Christmas with a Bright and
Happy New Year
DR. JOSEPHINE M. FERNALD, D. C.
240 Stockton Street

Best Wishes to all for a
Very Merry Christmas and
Happy New Year
ISABELLE E. BANZ

"May He who gave the Gift of Gifts,
The Prince of Peace to men,
Whose Star on that first Christmas Eve
Shone down on Bethlehem,
Grant you the gift of joy and peace,
In most abundant store,
And bless for you and yours, dear friends,
The days that lie before."
Christmas Greetings from MABEL PINGER.

Greetings for Prosperity and Self-Help:
A MORRIS PLAN LOAN if you're stressed,
And a Thrift Account if riding the crest.
HILDA GOHRMAN 711 Market Street
"THERE IS A SANTA CLAUS"

Merry Christmas and Happy New Year
to all
BESS HENDERSON

"Everywhere, everywhere, Christmas tonight.
Christmas in the lands of the fir tree and pine,
Christmas in lands of the palm tree and vine.
Christmas where snowpeaks stand solemn and white,
Christmas where cornfields lie sunny and bright.
Everywhere, everywhere, Christmas tonight."
—Phillips Brooks.
Greetings from JESSIE McKINNEY

DEC 28 1931
SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 8 | DECEMBER 26, 1931 | No. 52

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ACADEMY OF SCIENCES

Weekly Program

December 29 DINNER, 6:15
Western Women's Club
Holiday Dinner Party.
Entertainment: Russian Music.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

NEW YEAR MESSAGES FROM OUR PAST PRESIDENTS

A PROPHECY

Your letter requesting a prophecy for the Club or the coming year has filled me with delighted nuckles for, you see, I partake of the nature of oth Old and New Testament, and like the Corinhians, "covet to prophesy," but like those equaintances of gloomy old Jeremiah, "prophesy alsely." Why, the farmers up here are considerig putting me on a salary to break up droughts— ll I have to do is to bet it will be sunny! And ow comes my chance to foretell a certainty, a nch, a million-to-one shot!

And so, as the fortune tellers say, for the comig year "I see" great enthusiasm among Club embers, all committees functioning smoothly and fficiently, because every unit has in her heart the est good of the Club.

I see finances healthy because of wise manageent. I see many new members coming in, and ose who had a "King's X" during the depresion returning because they have found doing without the Club an expensive economy.

Best of all, I see many friendships—old friendhips born years ago to be cemented even closer uring the coming twelve months; new and interesting friendships that are inevitable among hunreds of kindred spirits all going the same road nd speaking the same language. I see gentle riendships with those less fortunate than ourselves,—the needy, the poor, the discouraged. I ee a growing friendship with the community in hich we live and in which we are filling a place f growing importance. I see friendships with ose beginners standing, eager-eyed, at the gateay of the road our torch is lighting, a torch we ave held so high and so unfalteringly through the years that we have won the right to wear it on our shield.

During the years that life has forced me to live in another town, I have wistfully followed every activity of the Club, and have, perhaps, a better perspective than those who are in the midst, and so, once more, I grin and hug to my heart the knowledge that I prophesy what already is!

LILLIAN PALMER.

OPTIMISM

Good-bye 1931. Welcome 1932. The year for Optimists. Be an Optimist and get the **whole** Doughnut.

MARGARET MARY MORGAN.

A HAPPY NEW YEAR

I wish you, friend, a happy year—
A year of sunsets,
Stars at night,
Of hills whose beauty rears its height
Against the dawn's first golden spear.

A year of peace and homely days,
Comfort and warmth
When tasks are done,
With laughter, like the daily sun,
To sweeten all the common ways.

I wish you all life's simple things—
Food, shelter, work,
A jest, a smile,
Rest after labor's dusty mile,
Love, and the benison it brings.

And might I sometimes share with you
A little way
The toil and song,
Perhaps the road would seem less long—
And my year would be happy, too!

CLOTILDE GRUNSKY.

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Historian .....Mary Mooney
Remembering .....Clotilde Grunsky
Sunshine .....Matilda Schimpf

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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

HAVE YOU HUNG YOUR DECORATION ON THE CHRISTMAS TREE?

The tree will remain in place until New Year Day. It is beautiful already, but if you have not, as yet, had a part in its decoration, there still is time to be represented before the Christmas Party—

Dinner in the Private Dining Room,
Western Women's Club,
at 6:30, December 29th.

FAITH

The year 1931 has ended with many problems which must pass into 1932 for solution. If from our experiences we can feel that FAITH is still our guiding star, we have a splendid foundation on which to begin the New Year. George Santayana expresses the idea so well:

"Columbus found a world and had no chart
Save one that faith deciphered in the skies;
To trust the soul's invincible surmise
Was all his science and his only art.
Our knowledge is a torch of smoky pine
That lights the pathway but one step ahead
Across a void of mystery and dread.
Bid, then, the tender light of faith to shine
By which alone the mortal heart is led
Unto the thinking of the thought divine."

IDA J. LORD.

HAPPINESS

For the members of this fine organization there will always be an open road ahead.

We know where we are going; we have a common purpose; we speak the same language; we do our good deed each day. And each day some lovely thing comes into our lives.

Just the joy of knowing we are traveling together in the same direction gives us strength and assurance to carry on and to leave a good, substantial road that will be widened and made still more secure by those other Business Women who will follow us.

SUSAN HARRIS HAMILTON.

COURAGE

"It is always darkest just before dawn!" With courage undaunted and with boundless faith in our ability to overcome misfortune, these dark days of 1931 are but the stepping stones to the brighter dawn of 1932.

I sincerely hope that 1932 will so prove.

Sincerely,
JOHANNA E. HEIM.

UNION

Greetings from a private to all the other privates, to all the other past pests and to all the officers incarnate!

Let Federation-mindedness permeate your very being, for if we are Federation-minded enough, the business and professional women of California are on their way—a way that leads to opportunities now only glimpsed—to a broadening of vision—to a greater capacity for constructive thinking. Being federated permits us to protect the position we have attained and to go forward. Whether we like to admit it or not, we are working in a man-made world. It's our job to remake it a man and woman's world. Our most effective weapon in accomplishing this end is our Federation.

IDA M. REED.

GRATITUDE

I would speak not in prophecy but in gratitude.
Grateful that there still remain values that cannot be drawn down into the whirlpool of economic disturbance.

I would give thanks for life itself,
For those abundant elements in life that we call Friendships,
Life-long loyalties.
For ideas, sympathies, understandings, and
The opportunity to transmute these into action
And see the result of our own creation.
For sunsets and star-light; trees and flowers.
For that ever-returning faith that inspires us, as we stand on the edge of the age-ing year, to vision increasing happiness in the future days.

MAY F. RILEY.

CLUB NOTES

DR. PHILLIS BOURNE

"WAKEROBIN, Dec. 11, 1931.

FRIENDS:

"The article in the BUSINESS WOMAN so thrilled e (issue of December 5). I have never before been h Ape-X, and though she asks for a dime I am nding a really munificent sum so I can have a ng-up ornament. This, like my last five dollars' ntribution, is deeply buried. I do this because it ves employment to the gold diggers! Anyway, ey are better than frozen assets. Lots of love to u all.

"LILLIAN PALMER, Ape-X.

"P. S.—If they could just find an angel, what ore appropriate!"

(Editor's Note.—It is truly with regret that no ngel could be found, so instead, a beautiful silver ar is at the Ape-X.)

Miss Alice Jones and her mother are going to eramento to spend Christmas with her sister in r new home. What a lovely time of the year for house-warming party!

Miss Virginia Marshall is leaving shortly for ortland to spend the holidays with her uncle. e will go as far north as Seattle and be back town after the New Year.

Mrs. Gertrude Wise and her husband will spend e holidays in Stockton, motoring up on Thurs- y.

Nell Palmer is at Yosemite with her nieces. hey are enjoying the many winter sports, and are aying at the Ahwahnee Hotel.

We hear from May B. Wilkin that she is stay- g another season at White Sulphur Springs, est Virginia. Miss Wilkin is so interested in the ub activities, even though so far away. She nds the season's greetings to all.

"Mary Sunshine," or in other words, Matilda Schimpf, had a narrow escape from a crushed ot. The other day when stepping off the curb Post and Kearny Streets an auto ran over her ot. She was taken immediately to the hospital. here an X-Ray showed no bones broken. We are ad you were not seriously hurt, Tillie.

It is with extreme sadness that we tell you of e death of Mary Parsons Ryley's husband. He ed suddenly after a brief illness. Mrs. Ryley, do ccept the Club's deepest sympathy.

Miss Edith Black will go to Los Angeles to end Christmas, as is her usual custom.

It is with deep regret that we report the sudden ssing, after a short illness, of Florence Att- dge's mother on December 18th. The sincere mpathy of every Club member is extended to lorence and her family at this time. Mrs. Att- dge had her eight sons and daughters with her her home, and the thought that she passes on fter a long life of devoted service to them should a consolation.

New telephone number:
Mrs. May F. Riley, FIlmore 3842.

DINNER PARTY

If you have been reading your BUSINESS WOMAN faithfully, you know that the plans for December 29th are a Dinner Party.

Some of the entertainment will be furnished by five young Russian girls from the Potrero Hill Neighborhood House Nellie Sanoff, Anna and Helen Loskutoff, Louise Ednoff and Emma Pudoff. They will be in their colorful national dress, and will sing Russian songs and Christmas Carols.

After you hear these girls you may be interested some time in climbing their hill and visiting the Neighborhood House in its lovely setting, to see the splendid work that is being carried on there for our Russian neighbors. Incidentally, the Neighborhood House is one of the beneficiaries of the Community Chest.

The other part of our program will be equally entertaining, and as we cannot divulge state secrets, it is enough to say that it will be furnished by member talent with one or two guest artists.

M. S. SEXTON, Program Chairman.

Grace F. Staub wishes all the members of the Business and Professional Women's Club sincere Christmas Greetings.

Never a thought more cordial than the Joyous Christmas Greetings Amanda Heuermann sends the girls of the Business and Professional Women's Club.

Ann Kuh
Frances Novick
Phone SU tter 3040

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Dinner served 5:00 to 7:30 P. M.

ELLEN S. ROBBINS, Director
Member B. & P. W. C.

SAN MATEO CLUB'S BIRTHDAY

The sixth anniversary of the San Mateo Club was celebrated with a turkey dinner at the Oak Tree Inn, on Monday evening, December 14th, and was a most original and delightful event. There were about ninety guests, including your President, Mrs. Ethel Maxwell, Mrs. Gertrude Tubbs and the writer.

It was a brilliant sight that presented itself as we looked from the street into the dining room. Each guest wore a bright red crepe paper cap adorned with a fluffy red paper tassel; the long tables were decorated with evergreens, in the center of which nestled illuminated Christmas Tree lights, and at each place were individual plum puddings wrapped in red cellophane, and a little red scroll tied with silver ribbon, which proved to be Christmas Carols, which were sung before adjourning. The walls were ornamented with foreign posters and gay flags of various countries, carrying out the theme of the International Program, which was furnished by talented members of the San Mateo Club, with the exception of six little Japanese misses, who charmingly rendered a Japanese song. Other delightful numbers represented Holland, Germany, England, Ireland, Scotland, France and Italy.

The San Mateo Club is to be congratulated upon having within its own circle gifted members, who can be called upon almost within a moment's notice to render such splendid entertainment. The program was arranged by Miss Pansy Adams, who was also the charming Chairman of the evening.

CHARLOTTE F. MCCLELLAND.

INITIAL REGIONAL MEET

Whoo—'twas a stormy day without—yet within was cosy and chummy. 'Bout thirty-five us Peninsula-ers (Palo Alto, San Mateo, Burli game and San Francisco) huddled at Palo Alto homey quarters on Sunday, the 13th, to g acquainted-like, and we did—quite so; why, we g to know each other better 'n ever before. Northe District President Gregson called the meeting order at 10:30, and we were going strong un past twelve—not a dull moment. We discuss topics of the moment—wage reductions, economi betterment of our members; heard various co munications, among them a letter from the Cha man of State Social Relations—oh, we got mo inside-info'—it was a great round table pow-wo And then came eats! Wilson's spread us a luscio turkey dinner—Palo Alto girls being hostesses. V had music, and speechy-fying, and we sang, a we called each by the first name—oh, it was friendly group. And now, we look forward to a other Regional Meet in January—put on your c endar, January 10th—can't yet say exactly whe 'twill be—but if you want to know the girls, ju come along and get fraternized! GURTY.

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Vol. 9 JANUARY 2, 1932 No. 1

Weekly Program

January 5—DINNER, 6:15 P. M.
Western Women's Building,
609 Sutter Street.
BUSINESS MEETING.

January 7—Choral Section, 6:45 P. M.

January 7—Thursday Open House,
8:00 P. M.

Hostesses, Thursday, January 7th
Susie Hicks, Chairman

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

MR. VAUGHAN MacCAUGHEY TELLS US ABOUT THE SOUTH SEA JUNGLES

By May F. Riley

Our Second Vice-President, Miss Dale, presided the December 15 program; conducting the meeting in that genial and capable way that characterizes whatever she does. Before introducing the speaker, Miss Dale presented Mrs. MacCaughey, a most charming lady, who married Mr MacCaughey (as he later told us) in the Hawaiian Islands; to use his own romantic phrase, "married in the valley of the rainbows."

Mr. MacCaughey's talk was kaleidoscopic and telescopic. We were given a diversified view of the islands making up the South Pacific Archipelago; we looked with long range, at the geologic construction and the structure of civilization, down the 5,000 years.

The islands in the Pacific Archipelago, while separate groups, have astonishing resemblances. What is true of Tahiti, Samoa and the Marquesas, is true of Hawaii. It was particularly of Hawaii that Mr. MacCaughey spoke.

These islands are the tombstones of vanished mountain ranges that lie submerged three to five miles. These summits express themselves as volcanoes; some active, but mostly extinct. Strictly speaking, there are two soils, lava and coral; and the typical island has a rugged interior of volcanic origin, with a coastal plain surrounded by coral reefs.

When we say "jungles" we first think of the equitorial jungles in the Congo and Amazon countries, where "the trees make a forest canopy, inhabited by animal life of almost every species." In South Sea jungles, the jungles are on the tops of mountains, and the trees are dwarfed and stunted, devoid of forest animal life. The mountain slopes of Hawaii are lovely pictures; "pali" they call their mountains. These pali are mantled in a dense, lush verdure, and when you first glimpse the islands as your ship rounds Oahu, it appears as though a tapestry had been thrown over the precipices; a tapestry of lovely green tones. Just as we have perpetual snows in our Sierras, so does Hawaii have the perpetually green-clad pali. (I've been reminiscing, and must return to my "reporting.") As Mr. MacCaughey gave us the scientific story: "These summits were of volcanic origin. A tremendous erosion has created precipices of great heights. The air from the ocean, warmed by the tropical sun and saturated with water, creeps up the sides of the mountains and rain is precipitated in perpetual torrent. (The average rainfall for Hawaii is 100 inches; 600 inches is recorded at the summit of Waialeale.) This humid condition causes ferns and moss and small, fine plant life to grow so luxuriously that the ferns hang in great festoons." The jungle forest is a beautiful sight, as you travel by it on the lower slopes; with exaggerated tints of green and density of over-growth. I recall so distinctly the road to the Nuuanu Pali, with the masses of plant life on either side; crystal-clear waterfalls of such frequent occurrence they cease to be an exclamation; trade winds drifting the clouds across the summits, and the clouds becoming misty showers veiling a rainbow.

At the very tops of the mountains (uninhabitable except for construction and scientific purposes) are great bogs, where the ground is never dry, and you sink in over your ankles. But, Mr.

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MacCaughey pointed out, the people who live here are essentially people of the seashore.

Now we speak of the "people" of 5,000 years ago; not of today. "A people exquisitely adjusted to a type of life that was highly cultured not savage, barbarian, nor heathen. These Polynesians were fine, muscular, brown people; men and women of dignity and natural grace. These ancient mariners in open canoes sailed across the Pacific from archipelago to archipelago, guided by stars, winds and currents. They built their homes along the shore; simple houses built with exquisite skill, without metal tools, for this was in the Stone Age. Lovely tapa cloth was made by the women. And a man would patiently and skillfully hollow and curve and polish the koa wood until its lines were 'like the finest of a Grecian vase.' The Polynesian woman was head of her home and enjoyed a proprietary interest that women of our time, in some instances, do not yet enjoy. The curse of primogeniture did not exist in the Polynesian world; and women became chieftainesses and queens in their own right."

Promising us a talk another evening, on the unwritten history of the islands, Mr. MacCaughey concluded:

"This is the picture of a world that had an entirely different set of values from our world of the same time. We have grown up in an acquisitive form of society where material awards are dominant. I am saying to you that there was a world where the values that we recognize were not values at all. It is good for us to get down from our little pedestals, for in many features of their lives, they represented ideals which we shall hope to attain."

May F. Riley.

Honored Contributors:

All copy should be sent to my new address, 1360 Lombard Street, before noon each Saturday hereafter.

The Editor.

ANY MAGAZINES?

Belle Banz is again collecting magazines for the U. S. Disciplinary Barracks at Alcatraz Island so, girls, save all your magazines. If you have large number, let either Miss Banz or Mrs. Burlingame know, and the Barracks truck will call for them; or, if you have only a few, would you kindly bring them to the Clubrooms?

CLUB NOTES

By Dr. Phillis Bourne

A most charming affair was given Sunday, the th, by our President, Ethel Maxwell, to the mem-rs of her Board, Committee Chairmen and Sec-on leaders—the Club members who have been a rt of this year's administration. Everyone pres-t more than enjoyed themselves, not only with e entertainment of the afternoon, but also the licious refreshments. Mrs. Maxwell, we all want thank you for such a lovely Christmas party, and say how glad we are that we belong to the staff 1931. Happy New Year to you from us all.

The Club library has just received four of the test books, sponsored by the Literary Guild. hey are as follows: "A Buried Treasure," by lizabeth Madox Roberts; "John Henry," by ark Bradford; "Wellington," biography by hilip Guedalla, and the "Autobiography of Lin-ln Steffens."

Almost as we go to press we learn with deep gret that the father of Carolyn Bachich passed way in Sonora on December 23rd, after having en ill for some time. The sincere sympathy of l your fellow Club members goes out to you who ve been so active among us, Callie, and we hope e friendships you have formed will prove a help d consolation during this time of sorrow.

Mrs. Madge Radelfinger has gone to Nevada to end Christmas in the snow.

Mary Menary Giesen spent last week-end in arvelous Marin at Charlotte McCuaig's lovely ace in Kentfield.

Ethel Knowlton and her husband have succumbed the lure of the big city's bright lights, and have serted their delightful country place in Lansdale take an apartment in town for a couple of onths of winter weather.

Mrs. Genevieve Pendergrass has given us one of e latest detective stories, the kind that make ur hair stand on end.

B. P. W. C. of San Francisco:

"It's just a very sincere wish
Sent speeding on its way,
That your New Year will brighter be
For joys of Christmas Day.

"I wish to take this opportunity to thank you r the happy hours or so I spent with you last ay. The stocking holder is splendid for drying veral pairs. Trust the maker earned her ten dol-rs successfully.

"K. Margaret Kerr, President,
"Winnipeg P. & B. W. C."

Miss Margaret Dailey is motoring to Los Angeles spend the holiday season in the South. We pe that she will return home free of the bad ld from which she has been suffering for two onths.

From the Northern District President: "Merry hristmas Greetings. Wishing you good cheer and reat happiness. Greetings and best wishes to San rancisco B. P. W. C. from Mable S. Gregson, resident Northern District."

The Stockton Club wishes us "The Season's ood Cheer and a Happy and Progressive New ear. Signed, E. Jane Fry, President."

As you who have gardens know, the aim of every rose grower is to have a Christmas rose, and Mrs. Dorothy May Irving this year is to have that pleasure. Her "Irish Elegance" and "Hoosier Beauties" are splendid right now. If you are blue or depressed, just go out and look at her lovely garden, and it will give you courage.

We hear that Mrs. Carmer, like many other Yosemite fans, did not tire of the Valley after her long summer vacation spent there, but is planning to return for Christmas and New Year's. We know she will have delightful holidays in that wonderful spot, but this year it is not necessary to go far from home for snow, as Tamalpais donned a white velvet wrap last week.

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Manager

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Mrs. Edward Dexter Knight
Assistant Vice-President

Bank of America National Trust and Savings Association

THURSDAY NIGHT

The Thursday Night Hostesses wish you all a Happy New Year and hope to see you all more often in the New Year than in the one just past. Bring a friend and start the New Year right on Thursday the 7th.

A RESOLUTION

Here is a good New Year thought—it at least sings high hope, which is something we all need now:

"No wisdom, and you perish,
No ideal and you're lost;
Your heart must ever cherish
Some faith at any cost.
Some hope, some dream to cling to,
Some rainbow in the sky,
Some melody to sing to,
Some service that is high."

Clipped by BERTHA DALE.

LOVING GREETINGS TO EVERYBODY

Through these columns, I wish to express to each and every one of you dear members, not only of my own beloved Club, but each and every member in the State of California, my great love and appreciation for your friendship and co-operative spirit, which have been and continue to be a great inspiration to me.

In this connection, let me echo the Christmas sentiment of a man of fifty years, in "Random Thoughts":

"Is there a Santa Claus?
Why, of course, there is.
Personified kindness
Is the soul that is his.

"Do we see Santa Claus?
Why, of course, we do,
The God of young children,
The love that proved true."

ADA H. BRACE.

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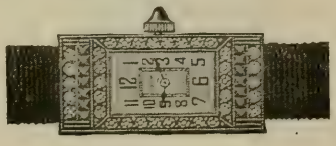

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JAN – 5 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JANUARY 9, 1932 No. 2

Weekly Program

January 11—Book Section, 7:30 P. M.

January 12—Dramatic Section, 7:30 P. M.

January 14—Choral Section, 6:45 P. M.

January 14—Thursday Open House, 8:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

CALIFORNIA B&P WC JAN RECEIVED ACADEMY OF SCIENCES

Our Annual Card Party!

Mark this date on your calendar now—Thursday evening, JANUARY 21, 1932, 8:15 P. M.!

FOR WHAT?—The Annual Card Party of the Business and Professional Women's Club of San Francisco, Inc.

WHERE?— The Gold Ballroom of the Fairmont Hotel, Mason and California Streets, San Francisco.

TICKETS— Can be secured from members of the Committee, which includes:

Mary Baker	Belle Banz
Nell Boardman	Bertha Pierce
Margaret Girdner	Jean Kerrison
Mary Sexton	Hazeldean Mitchell
Louise O'Hara	May F. Riley

Mrs. Burlingame at the Club Rooms.

THE PRICE— $3.00 per table, or 75c for single tickets.

PRIZES— There will be a prize for each table.

Come to our party and bring your friends—you will have an enjoyable evening in a pleasant background. Let us make our third big social event as successful as the two that have gone before—Polydora and our Dramatic Show.

BERTHA J. DALE, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Second Vice-President.....Bertha J. Dale
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International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

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CLUB NOTES

By Dr. Phillis Bourne

Miss Maud Lamberson has gone to Pasadena f Christmas and New Year's. How we envy h being there for the Tournament of Roses!

Miss Clara Sharpe is enjoying the midwint holidays in Sacramento.

Miss Ida M. Reed also went to Sacramento f Christmas dinner. We are glad to report that s is feeling somewhat better this week.

Our editor, Margaret Girdner, is confined to h with a severe attack of muscular rheumatism, h has continued her work with the Business Wom in spite of her illness. We trust you are much b ter by now, Miss Girdner.

Gertrude Tubbs' social engagements over t holidays have been seriously interfered wi through a painful fall she suffered on the day b fore Christmas, tearing a ligament in her back a hurting her hip, so she has been confined at hom strapped up with much adhesive tape, which hope won't hurt when it is pulled off.

We were glad to see our Merry Sunshine at t Christmas party on Tuesday evening, apparen recovered from the accident to her foot. It w also a great pleasure to notice in the large cro at the party several members we have not se often of late: Harriet McDonald with a gue Elise Brahe, Nell Barr, Anne Joseph, Delphi Morrison, Margaret B. Moore, Ednah M. Butt and Lilly Kuck. Nell Palmer brought her t nieces to the party, and they all reported a tr wintry trip to Yosemite Valley, as it snowed the time they were there; they all slipped and f but fortunately were not hurt, but it snowed t hard for the tobogganing. Olga Dahl had t guests at the Christmas party; Hazel Ram brought a guest, and Helen Mahlum and M Dutot, our two "Islanders," were with us to joy our wonderful Christmas party.

Leola Good and her mother motored to Los A geles on December 24th for the Christmas h days, returning the 29th, having had a most citing trip through rain and slides.

Christmas cards have been received from An Page, our former member, who gave us such w derful assistance with our programs for three four years, and served as Executive Secretary the San Francisco Center for a number of ye before leaving for Europe. It gave us a real th to realize that Anne is really settled on the Isla of Mallorca, having a marvelous time and enj ing many rides through, she says, the most w derfully beautiful scenery she has ever looked We hope that Miss Page will hear the call of S Francisco and return to us after her happy time Europe.

New Addresses

Mrs. Josephine Rudasill, 1610 Lombard Stre GR aystone 8655.

Margaret V. Girdner, 1360 Lombard Stre GR aystone 2313.

THE HOLIDAY PARTY

Almost one hundred Club members and guests enjoyed the gracious hospitality which pervades our Club activities when they gathered for the holiday party on December 29. The dinner, with all its favors and fortunes, the beautiful Club Christmas tree, and the musical and dramatic program all were enhanced by the cheeriness of the colorful decorations and the opportunity given those present for personal holiday greetings and wishes for the New Year.

For the occasion the Clubrooms had been magically transformed into a Little Theatre, and, following the dinner, a program of excellent numbers and not a few surprises was presented.

Mrs. Florence Drake LeRoy sang two numbers in her always charming manner, being accompanied at the piano by our dependable, capable Mrs. Currington.

Dressed in their colorful national costumes, a group of young Russian girls from the Potrero Hill Neighborhood House sang a number of interesting and enjoyable songs and Christmas carols under the leadership of Miss Verkeyl.

Our Eva Smith Hackett added greatly to the pleasure of the evening in her presentation of eight-year-old Betty Jane Stephenson, who "Entertained the Minister until her Mother Returned." Mrs. Hackett also sent us Miss Elizabeth Robinson, who delighted with a group of interpretive and artistic Spanish dances. Miss Langlois, a friend of Belle Banz, was thoroughly enjoyed in her clever interpretation of a series of readings.

Waiting, as we were, for the promised surprises, we had reached the edge of our chairs by this time —counting heart beats but not bothering about breath, when in came Elsie MacLaren, looking very much like a Christmas doll, with a big pink bow atop her brown curls. Miss MacLaren gave "The Night Before Christmas" in such a charming manner that we all wished we were kids again and believed in Santa Claus.

The next surprise was the announcement of the arrival of "George Arliss," complete in top hat, linen suit, high collar, and broad tie, cane, spats 'n' everything. We lost, in laughter, all our dignity at Clotilde Grunsky and her interpretation of the noted actor's recital of "The Night Before Christmas," and also her own "What Comes Next?" was received with keenest delight.

After a few moments for personal exchange of holiday greetings, we were served with delicious cider and cake, and a most enjoyable evening was brought to a close. Every member of the Club appreciates the careful and thoughtful planning and preparation of this Holiday Party, in all its remembered and completed details—by the Chairman, the committees and their associates.

R. D. Miller.

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Dinner served 5:00 to 7:30 P. M.
ELLEN S. ROBBINS, Director
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BOOK SECTION

January 11, 1932

Mrs. Leslie C. Williams will speak on "THE NEW WOMAN OF OLD TURKEY," and particularly on one woman—Halide Edib Hanoum, who was the first graduate of the Constantinople College, and who is probably the foremost woman in politics in Turkey today.

Mrs. Williams was a lecturer in the College when Halide Edib Hanoum was a student there. Mrs. Williams is a delightful speaker, and I am sure that one and all of the Section will enjoy her. I hope we may have a good attendance at this meeting in honor of our speaker.

JEAN DOUB, Chairman.

DAILY LIVING

By GRACE NOLL CROWELL

I only need such few things, Lord:
Clean water, air, and daily bread,
Plain garments, and a sheltering roof
Above my head;
And work to do that I may keep
Thy gift of deep, refreshing sleep.

I can not pray for more than this:
A day of simple, quiet things.
Not the bewilderment a dawn
So often brings.
Not more possessions, Lord, I pray,
But calm and simplify my day.

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Assistant Vice-President

Bank of America National Trust and Savings Association

The Business Woman

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Vol. 9 JANUARY 16, 1932 No. 3

CALIFORNIA LIBRARY JAN 23 RECEIVED ACADEMY OF SCIENCE

Weekly Program

January 18—International Section, 6:30 P. M.

January 19—DINNER, 6:15 P. M.
Western Women's Building.
Speaker: Newton H. Bell.
Subject: "Spain."

January 21—Choral Section, 6:45 P. M.

January 21—Card Party, 8:15 P. M.
Fairmont Hotel.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

DINNER MEETING, TUESDAY, JANUARY 19, 1932

Speaker: Newton H. Bell, F. R. G. S.

Subject: "Spain."

Many of the members will recall the delightful talk Mr. Bell gave us in October, 1928, about a trip through Norway, Sweden and Denmark, and by airplane through the Balkan countries. At that time Mr. Bell promised us that he would return at some future date to tell us about one of his trips to that ever-fascinating country, Spain, the European country that has probably furnished more material for the writer, poet, painter, sculptor, musician, architect and traveler than any other.

A lecture on Spain, old monarchy and new republic, is particularly timely now, since it is but yesterday that the ancient Hapsburg government was overthrown and the republic established by means of a revolution remarkable for its orderly quiet and lack of bloodshed.

As this will be the last program dinner of the 1931 administration, the Program Committee is proud to offer a speaker of charm, humor and outstanding ability to mark the date, January 19th.

MARY S. SEXTON, Chairman.

CARD PARTY

Thursday Evening, January 21, 1932

The Annual Card Party of the Club will be held in the Gold Ballroom of the Fairmont Hotel on Thursday evening, January 21, 1932, at 8:15 p. m. This is to be a real party, and we hope the members will come and bring their friends for an evening of bridge, or whatever you choose to play. If you have not as yet secured your table, or tickets, please get in touch with the following members of the committee:

Mary Baker	Louise O'Hara
Belle Banz	Bertha Pierce
Nell Boardman	May Riley
Margaret Girdner	Mary Sexton
Jean Kerrison	Nettie Smith
Hazeldean Mitchell	Mrs. Burlingame at the Clubrooms

DO NOT FORGET THAT YOU ARE TO BRING YOUR OWN PLAYING CARDS!

There will be a prize for each table.

This is the last social event under the regime of our President, Ethel L. Maxwell, and we are most desirous of having it a complete success as a compliment to her. If we have the co-operation of all the members, there can be no question of its success.

Come and enjoy a pleasant evening.

BERTHA J. DALE, Chairman.

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CLUB NOTES

By Dr. Phillis Bourne

Our Margaret Mary Morgan is very ill at the Franklin Hospital with that most painful malady, sciatica. She has a phone by her bed so we can phone her, and visitors are welcome. Margaret Mary, we hope your stay at the hospital will be a short one.

Attorney Irene Bryan has accepted a permanent position with the law firm of James Sweeney at 68 Post Street. Congratulations, Miss Bryan.

We were so sorry to learn of the severe illness of Josephine Traut, who has been at St. Mary's Hospital since the first of November. At present no phone calls or visitors, please, but Mrs. Traut would enjoy receiving cards from the different members. Please hurry up and get well, Mrs. Traut, so that you can be with us soon. We are planning many pleasant events for the near future.

Sara Ann Magill is lucky; she is going south on a visit.

Elma Bailey is confined to her home with an attack of flu.

Lydia Floan will give another of her most interesting lectures at the People's Assembly of the Western Women's Club on February 1, 1932, on her favorite subject, Graphology.

Mrs. Gertrude Tubbs' injuries, sustained when she fell on Christmas Eve, have proved on X-ray to be more serious than strained ligaments, as she has three broken bones. Mrs. Tubbs has suffered much pain and great inconvenience, and unfortunately, has probably five more weeks of straight jacketing before her.

Miss Della Lynn has tired of living in an apartment house, so she has taken a lovely bungalow at 2244 Eighteenth Avenue, phone MO ntrose 1077.

NO EVENTS

The Chinese evidently demand clarity, repetition and emphasis in titles. They publish their version of the world best-seller, *All Quiet on the Western Front*, under a phrase which, translated, reads: "Western Section, Front Line Quiet, No Events."

THE REMODEL SHOP
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In this time of changing hemlines—how often do we find ourselves wishing we had the time to lengthen or perhaps shorten some skirt or dress in our wardrobe! You will be interested to learn that for One Dollar (circular skirt, $1.75) we offer this service.

REPORT OF NOMINATING COMMITTEE

San Francisco, Cal., January 5, 1932.

o the Officers and Members of
e Business and Professional
omen's Club of San Francisco:

We, the members of your Nominating Committee, wish to report that after extremely careful nsideration we have selected the following:

resident.....Mrs. Charlotte F. McClelland
rst Vice-President.....Miss Bertha J. Dale
cond Vice-President.....Miss Isabelle E. Banz
cording Secretary.....Miss Florence C. Attridge
reasurer.....Mrs. Alice B. Kennedy
uditor.....Mrs. Rose D. Miller

Directors

Miss Olga Dahl
Miss Sylvia Kempton
Miss Jessie D. McKinney
Mrs. Daisy K. Prechtel
Mrs. Julia M. Rossou
Dr. Gertrude A. Spriggs

Respectfully submitted,
CLOTILDE GRUNSKY,
JEAN E. KERRISON,
BELLE MCDONALD, Chairman.

Article XI — Nominations—Section 3—reads as llows:

"Any twenty-five (25) members of the Club ay compose an alternative ticket of candidates for e Board of Directors and Officers upon their gning the same and filing it with the Secretary the Club at least two weeks before such annual eeting of the Club, and the list of the candidates proposed shall be posted upon the Bulletin oard by the Secretary within two days after filing, d thereupon such alternative list or ticket shall so be voted upon at such annual meeting."

JEAN E. KERRISON, Secretary.

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Shampoo and Finger Wave..... 1.25

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Opp. Sir Francis Drake Hotel

ANNUAL INSTALLATION DINNER

We know you are all planning to come to our annual party, *THE* social function of the Club year, and although the plans are not completed, we want to announce the date in time for every member to keep it free.

Saturday evening having proved a popular choice for our own members as well as our out-of-town guests, St. Valentine's eve, February 13th, has been chosen by the committee, and we shall return to the Fairmont Hotel, probably the Gold Ballroom, as everyone seems to like it best. The price of the dinner and program will be $2.50, and a glimpse at the prospective menu made my mouth water.

The Program Chairman is considering some delightful surprises for us, further announcements of plans for the party appearing in each issue of the BUSINESS WOMAN until February 13th, so watch this space if you do not want to miss anything.

Let's give Charlotte and her incoming officers the best sort of welcome we possibly can by a hundred per cent attendance at their installation dinner, and on behalf of your committee I can assure you that every effort will be made for this, our nicest party of the year.

The committee is composed of Mary Baker, First Vice-President; Nettie Smith, House Chairman; Mary Crookston, Reception Chairman; Mary Sexton, Program Chairman, and Minnie Dumas, Finance Chairman. Remember the date, February 13th, Fairmont Hotel.

ETHEL L. MAXWELL, President.

STRIKING SIMILES

This year's crop of the "Best Similes of Year" gathered from the books of the year Frank J. Wilstach, author of the *Dictionary Similes*, is unusually rich in up-to-the-minute al sions. Here are some of the best:

Masterful as a canned shrimp.

As slow as a snail at another snail's funeral.

He was as open as a plate.

Plain statement of facts, like the yells from dentist's office.

Has all the grace of a man caught in quicksa

Unpopular as a motor cop on Sunday.

As full of humor as an income tax report.

The sun like a great gold eye.

He sunk so low he struck oil.

A mouth like the thin scar of a riding whip.

Quiet as words unspoken.

Clean as an operating room.

Cordial as an assault.

The yellow moon is like a cat that prowls gables of the sky.

Harmless as a second-story man in a bungal colony.

As neglected as a hitching post.

Flicker of remembrance—like a shimmer waves of wheat.

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Assistant Vice-President

Bank of America National Trus and Savings Association

SPECIAL COLLECTIONS
JAN 22 1932

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 | JANUARY 23, 1932 | No. 4

CALIFORNIA ACADEMY OF SCIENCES
JAN 23 1932
RECEIVED

Weekly Program

January 26—Dramatic Section, 7:30 P. M.

January 27—Choral Section, 6:45 P. M.

January 27—Thursday Open House, 8:00 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

THE BIG NIGHT

Which is, of course, Saturday evening, February 3, 1932, in the Gold Ballroom at the Fairmont Hotel, when we usher in our new President, Charlotte McClelland and her officers.

Fascinating and intriguing bits of news trickle through to your reporter from general headquarters of the busiest committee now functioning in the Club, such as the invitation which has been extended to our Honorary President, Lillian Palmer, to come up from her bucolic retreat and make merry with her fellow Club members in her graceful role as Chairman of the evening; that we shall dine in a bower of spring blossoms on a menu that is being selected with the utmost care by our capable House Chairman, Nettie Smith, and that the high spot of the program of entertainment procured by Mary Sexton will be a real play presented by two of our most gifted San Francisco professionals.

Mrs. Sexton tells me that she will have more interesting news by next week's issue of the BUSINESS WOMAN, so in order to keep abreast with the plans of the committee, it will be necessary to read each issue of the paper for the next four weeks.

Mrs. Burlingame is taking reservations, and tables of six and eight may be held for those wanting to make up parties. Better speak early and spare yourselves last-minute disappointments. And don't forget: *More News Next Week!*

ETHEL L. MAXWELL.

TO A POET—DEAD

"In Memory of Vachel Lindsay," by SARA TEASDALE, in *Saturday Review of Literature.*

"Deep in the ages," you said, "Deep in the ages,"
And "To live in mankind is far more than to live in a name"—
You are deep in the ages now, deep in the ages,
You whom the world could not break, nor the years tame.

Fly out, fly on, eagle that is not forgotten,
Fly straight to the innermost light, you who loved sun in your eyes—
Free of the fret, free of the weight of living,
Bravest among the brave and gayest among the wise.

Abraham Lincoln, confessing his inability to pay any adequate tribute to George Washington, simply said:

"In solemn awe pronounce his name, and in its naked, deathless splendor leave it shining on."

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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Single copies..... .05

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Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

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Executive Secretary.....Irma M. Burlingame
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International.....Jeannette Doub
Historian.....Mary Mooney
Remembering.....Clotilde Grunsky
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CLUB NOTES

By Dr. Phillis Bourne

A card posted in Boston, Mass., January 6, 193 sends this message to us all: "I am this far my journey. Have been many places, seen ma people. No place as nice as San Francisco, a no people nicer than my California friends. On Washington next week — home February fir Happy New Year. Annie Little Barry."

Mrs. Sarah McLaughlin spent the holidays the southern part of the State and had the be time. She has returned, and we are sorry to s is ill at home with the flu.

Mrs. Josephine Traut is out of the hospital a is convalescing at her sister's home. We ma phone or send cards, but as yet no visitors. A dress, care Mrs. Joseph Gallagher, 1970 Fell Stre Apartment 5. Phone BA yview 4717.

A letter from an out-of-town member:

"3910 Bluff Place,
"San Pedro.

"Dear Friends:

"Just a line to tell you that I will be stayi indefinitely with my daughter. I have pleasa memories of attending Club gatherings, and th kindest wishes for the development and usefulne of the Club. Love to all.

"Sarah Judd Greenman."

The Club wants to take this opportunity to than both Mrs. Estelle Walker and Mrs. Belle Simmon for their renewal of the magazine subscriptio they so kindly have sent each year to the Clu rooms for our pleasure. Mrs. Walker gives us t *Delineator*, and Mrs. Simmons, the *Woman's Hon Companion*. Thanks again, and we do so enjo reading them.

The President requests me to say that the mem bers are in receipt of a most cordial invitation t be present at the birthday dinner and installatio of officers of the Burlingame Business and Pr fessional Women's Club to be held on Thursda January 21st, which, unfortunately, comes on th same date as our card party at the Fairmo Hotel, and which, of course, every member of th Club who can do so, will attend. We are so sor to be compelled to send our regrets to Burlingam this year, as everyone who attends Peninsula pa ties comes back with glowing accounts of deligh

al evenings, but these things do happen occasionlly that dates of parties come too fast and we annot be in two places on the same evening. The tter of invitation from the Corresponding Secreary of the Burlingame Club, Mrs. Wyckoff, was ceived just too late for insertion in last week's USINESS WOMAN. However, we can but extend ur very best wishes to the incoming officers, and ust that they will have a happy and busy year nd will invite us to their next party.

New Address: Mrs. Susan McGill, 1337 Calirnia Street, PRospect 1927.

THE ETERNAL FEMININE

"Girl of Wind," by PAUL ENGLE, in *Poetry* for ovember.

She must have fingers quick as flame,
Subtle as frost and fine as thread,
Restless as water, fingers lame
From tearing shred of bark from shred.
And body supple as the willow,
Slender as leaping flame on wick,
Taking any leaf for pillow,
Bruised upon a broken stick.

Light feet flitting through the wood,
Fluttering through the dusky brush,
Still in the lonely solitude
Even her singing is a hush;
Feet that tread the trembling leaves,
Start them loose without a sound;
Curving arms that drop long sleeves,
Trembling orchids on the ground.

Any wind a thorn can snatch,
Stab the wind-arms till they quiver;
Any wind a cliff can catch,
Toss it writhing on the river;
Wind lithe as light and quick as wings
Wind that any hand can hurl
Shuddering where the silence springs—
Such wind can only be a girl.

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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President

A RESOLUTION AND ITS SEQUEL

Sitting together at the January business meeting dinner, Mrs. Alfonso, Mae Cummings and I enjoyed ourselves so much that we resolved to appear more often this year. Mrs. Alfonso suggested that, as a reminder of our "fine intentions," we lunch together soon—and forthwith set the date, inviting us to be her guests at her place of business, the Pacific Telephone and Telegraph Building, 140 New Montgomery Street.

On the day, January 13th, we were greeted by our hostess and "whisked" to the attractive, sunny, sky-high (22nd story) dining-room, where we enjoyed a delicious luncheon. And then to the roof (435 feet above the street), where we viewed the splendor of sea and sky. After this, a tour of the building. We saw the auditorium, library, rest rooms, medical department, even descending to the floors beneath the sidewalk, where we admired the most spic and span engine room I ever laid eyes upon.

Mrs. Alfonso took us into her offices and explained the duties of her department—Division Personnel Supervisor. With great pride, tempered by a splendid restraint, we were told what her Company does for its workers (there are 1,800 in the New Montgomery Street building alone); told us how the hundreds are kept busy, and how many had been given aid and the courage to meet the problems that come, in these days of strain and stress, to the working people.

Every San Franciscan is proud of the majestic Pacific Telephone and Telegraph Building. It stands a mighty monument to the business world and the progress of man. And more—its officials are men of broad vision, giving to their people the things that cultivate and bring to fruition the commercial, social and spiritual graces that are inherent in all of us. CORPORATIONS DO HAVE SOULS!

ALICE M. JONES.

MEMBERS OF ELECTION COMMITTE

At the regular business meeting of January 1932, the following members were chosen to ser on the Election Committee for the annual electi of officers and directors, February 2, 1932:

Mary S. Sexton, Chairman

Alice M. Jones — Rae Morrow

Cornelia Seeley — Berenice S. Magness

JEAN E. KERRISON, Secretary.

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Dinner served 5:00 to 7:30 P. M.

ELLEN S. ROBBINS, Director

Member B. & P. W. C.

JAN 21 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JANUARY 30, 1932 No. 5

Weekly Program

February 2—DINNER, 6:15 P. M.,
Western Women's Building.
ANNUAL BUSINESS MEETING.

February 4—Choral Section, 6:45 P. M.

February 4—Thursday Open House,
8:00 P. M.

Coming Events

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Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

"A HIGHWAY INTO SPAIN"

By Clara Brown

Every member present at the club dinner Tuesday night is glad that Mr. Bell broke one of his New Year's resolutions—the resolution not to give any more lectures. Otherwise we would have missed a most delightful trip through Spain with him as informal and entertaining guide.

First we were given an account of the centuries of struggle that forged this mighty race. Beginning with the arrival of the aboriginal Celts of Iberia, we followed them through their long three hundred year rivalry with Rome, through another three hundred years under the rule of the fair-haired Goths, and on through eight centuries more under the conquest of the Moors. We admired the magnificent and desperate courage that expelled the Moors in 1492. Fifty glorious years of dominance with all Europe in subjugation seemed too brief a reward, but with the defeat of the Spanish Armada began the decline of a mighty empire. It did not dim the dauntless spirit of its people. That spirit flashed again in conflict with Napoleon in his plan to place his brother on the Spanish throne. It was shown again when the Spanish ships sailed out of Manila Bay to certain and absolute destruction with never a plea for quarter!

Linked with this spirit, in strange contrast with the history of the race, is a deep-rooted belief in a philosophy of happiness, found everywhere in Spain. "Do not worry" is the keynote of existence for these interesting people. "Do not hurry," Mr. Bell says, "is the other half of the doctrine," for we were assured us no train was ever on time, no fare was ever quickly settled, no door was ever promptly opened. An old saying runs: "May my death come from Spain, for it will be a long time coming." Ancient cities sleep under an ancient sun and are swept by the ancient winds of centuries ago. The new is there, but only alongside the old.

We are not to think of these people as types with the wide hat, sash, and gala shoes of the stage. Each is individual. Each is consciously, proudly imperious. Even the beggar demands respectful greeting. Spanish courtesy is amazing and complimentary language beyond belief. Women are queenly in carriage and bear themselves with dignity. Only the gypsies dance, but among them Bell was sure that one Fandango in Spain brought there is every variety and grace of movement. Mr. more joy than a whole year of living could possibly yield to any other race. Their Flamingo is the oldest dance in the world, as old as savage Africa, from whence it came. The cruelty in the nature of the Spaniard, so generally known, is born of the hardness forged in war — eight hundred years of religious war.

After having spoken of the character of the people, Mr. Bell took us on a "magic carpet" to the cities of Spain: to the Gothic city of Madrid, to the thick-walled, window-barred city of Toledo, to the Moorish enchantment of Seville, to the stronghold of Granada. Everywhere were charm and mystery and age. Everywhere were palace and cathedral and castle.

"Castles in Spain" they must remain to us, but only until each is privileged to make them real—as all who heard Mr. Bell will long to do, for this brief account is but a poor record of the many interesting things we were told.

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Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

CONTRACT BRIDGE

Another class is being formed. The course is six lessons of one and a half hours each, and the entrance fee is two dollars for the series, payable in advance.

The lessons start Friday evening, January 29, 1932. Everyone is going to play it eventually, so they are saying. Why not learn now? You can enroll with either Mrs. Burlingame or the chairman.

Charlotte F. McClelland.

CLUB NOTES

By Dr. Phillis Bourne

Dr. Susan Harris Hamilton announces that she now has associated with her Dr. Marion S. Tourney, a former member of this club, and they are continuing to make efficient people more efficient.

Mrs. Louise M. O'Hara, our publicity chairman, was at the Franklin Hospital for a few days for rest and observation. She is now convalescing at home.

We find that there are still with us a few living Democrats, as Will Rogers claims, and so Miss Carlie Tomlinson, who admits she is one, is doing some temporary work for the local organization of the Democratic Party.

Mrs. Jene Bishop has returned from her long visit in Chicago and is staying at 1601 High Street, Alameda. Mrs. Bishop tells us that she has made a very excellent recovery from her two accidents, the first when she fractured her leg, and the second one when she fell and broke both arms. We hear also that she is glad to be back in California, and we are indeed glad to have her back.

Excellent reports of the progress of Margaret Mary Morgan, at the Franklin Hospital, are received from all who have seen her. The sciatica has been practically overcome, and Margaret Mary looks like a million dollars. She warns all visitors to wear boxing gloves as they have been feeding her meat and she can lick her weight in wild cats.

Some members of the club whom we do not see very often were drawn out on Thursday evening for the card party at the Fairmont Hotel, like Lyn Johnson, Moselle Milliken, Ethel Woodruff Sullivan, Mary Solari and Violet Neuenberg. We are also glad to report that Gertrude Tubbs was able to attend and enjoy a game of bridge with friends.

SATURDAY TEA

The club rooms will be open from 4 to 5:30 in the afternoon of Saturday, January 30th, when tea will be served by Board members to any of the club members, guests and friends who care to drop in. The afternoon will be in the capable hands of our house chairman, Nettie Smith, assisted by Belle Banz and Jean Kerrison, and we are very happy to welcome a group of our fellow club members from San Mateo Club under the guidance (or chaperonage?) of our own Edna Hansen, who is holding office with the San Mateo Club this year. So if you would like to participate in tea and chat with our out-of-town guests, join us in the club rooms on Saturday, the 30th.

Ethel L. Maxwell

ANNUAL BUSINESS MEETING

The business meeting to be held on February 2nd is the yearly meeting of the entire membership (we hope), at which annual reports are made by all officers, committee chairmen and section leaders as to the condition and affairs of the corporation and its various activities during the past year. The reports are made as concise and brief as possible, as there is much ground to be covered, but we as members are vitally concerned with their subject matter. Judging by the usual attendance at the dinner preceding the meeting, the members take a profound interest in this meeting and this preliminary notice is to urge you to get your reservations in to Mrs. Burlingame promptly on receipt of your copy of THE BUSINESS WOMAN. Dinner will be served in the ball room at the Western Women's Club at 6:15 P. M.; price, $1.25.

The Election Board will declare the polls open for the annual election of officers and directors in the club rooms at 12 noon, closing at 7 P. M., February 2nd, as provided by Article XII, Section 1 of the By-Laws:

> "Elections of officers shall be held on the date of the annual meeting and shall be by ballot. Members must personally deposit their ballots in the ballot box. The polls shall be open from twelve noon until seven P. M. and shall be under the direction of an election board of five (5) members selected by the club at the regular business meeting in January. The member receiving the highest vote for the office of director shall be deemed elected to one of the directorships. The member receiving the next highest vote for the office of director shall be deemed elected to the other directorship."

The ticket as announced by the Nominating Committee on January 5th is:

President.....Mrs. Charlotte F. McClelland
First Vice-President.....Miss Bertha J. Dale
Second Vice-President.....Miss Isabelle E. Banz
Recording Secretary.....Miss Florence C. Attridge
Treasurer.....Mrs. Alice B. Kennedy
Auditor.....Mrs. Rose D. Miller

DIRECTORS

Miss Olga Dahl	Mrs. Daisy K. Prechtel
Miss Sylvia Kempton	Mrs. Julia M. Rousson
Miss Jessie D. McKinney	Dr. Gertrude A. Spriggs

Please let us know of your interest in the organization by dropping your ballot in the box and attending the dinner on February 2nd.

ETHEL L. MAXWELL, President.

January 18, 1932.

Mrs. Ethel Maxwell, President,
Business and Professional Women's Club
of San Francisco, Inc.,
609 Sutter St., San Francisco, Calif.

DEAR MRS. MAXWELL:

I hereby tender my resignation as a member of the Board of Directors of the Business and Professional Women's Club of San Francisco, Inc., to be effective February 2, 1932. This action is necessary on account of my being nominated president.

Sincerely yours,

CHARLOTTE F. MCCLELLAND.

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Opp. Sir Francis Drake Hotel

OUR HONORARY MEMBER, EMELIE MELVILLE

The attention of the members is drawn to the testimonial to that sterling and versatile artist, Emelie Melville, which is being planned by leading theatrical and musical people and sponsored by a list of prominent citizens, and which will take the form of a splendid entertainment to be presented at the Columbia Theater on the evening of February 4th. Mrs. Melville, as you know, is one of the two honorary members of this club, and has been such since Miss Grunsky's administration more than seven years ago. It is entirely fitting that we should have recognized in this manner the outstanding San Francisco woman in the dramatic world, and I am taking this opportunity to urge every member who can possibly do so, to pay tribute to Mrs. Melville by attendance at the Columbia Theater on February 4th. The tickets are $1.00, $2.00 and $2.50, and although the program was not obtainable for this issue, it will undoubtedly be announced in the papers very shortly. It is possible that Mrs. Melville may be prevailed upon to give a reading from "The Rivals" in her inimitable characterization of Mrs. Malaprop. Another outstanding feature of this program will be presentations of some of our old-time artists in the San Francisco theater by the cleverest impersonators obtainable. Would it not be a fine thing for this club to take a block of seats so that we could all sit together, and demonstrate to Mrs. Melville that we appreciate the fact she is one of us?

ETHEL L. MAXWELL.

INSTALLATION DINNER

Latest news from the front line of your committee for our annual party is exciting and holds forth the promise that we shall have our usual delightful get-together evening on Saturday, February 13th, in the Gold Ball Room at the Fairmont Hotel. Mrs. Burlingame has already reserved a number of tables for the wise ones who keep their lamps trimmed. Mrs. Sexton discloses that the play mentioned in last week's issue is thirty minutes of hilarious "Confessions" concerning various check stubs and their disclosures presented by Anne O'Day and Roland Telfer, and written by Sir A. Conan Doyle. Another number on which Mrs. Sexton is modestly venturing to congratulate herself as well worth offering on our gala night is Miss Dorothy Dunn, charming young harpist, a delight to the eyes as well as the ears. I believe she is prepared to "tell all" next week, and from the possibilities she is considering, the program as finally evolved will surely mark a high spot for the enjoyment and pleasure of those attending the dinner.

ETHEL L. MAXWELL.

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WE ENTERTAIN

The Gold Ball Room at the Fairmont proved a delightful place for our Annual Card Party on Thursday evening, January 21st. Indeed, any less spacious background would have been hardly satisfactory, for our members turned out in gratifying numbers, with many guests.

We were graciously received by the members of the committee, who had made such thoughtful plans for our enjoyment, and all settled down quickly to the business of the evening. Time flew by all too quickly, and with the distribution of the prizes the winner at each table received a box of stationery — a timely gift for those letters that some of us really did mean to send right after Christmas.

So, all too soon, our yearly card party came to an end, and old members agreed that it was one of the best ever had. We are grateful to the members of the committee and their chairman, Berth Dale, for arranging for us such a lovely event.

MARION MORRIS.

NORTHERN DISTRICT MEETING, SALINAS

The President of the Northern District, Mrs. Mable S. Gregson, has sent an announcement of the meeting to be held at Salinas on Sunday, February 7th. Executive Board meeting, 9:30 A. M., business session, 10:30, Elks' Hall, Main Street, luncheon, 12:30, in the Elks' Jinx Room, Salinas Club acting as hostess, and we all know what charming hostesses they are. It is hoped that a large number of Business and Professional Women's Club members and friends (guests are welcome) will be able to attend this Salinas meeting.

ETHEL L. MAXWELL.

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FEB -6 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 FEBRUARY 6, 1932 No. 6

Weekly Program

February 8—Book Section, 7:30 P. M.

February 9—Dramatic Section, 7:30 P. M.

February 11—Choral Section, 6:45 P. M.

February 11—Thursday Open House, 8:00 P. M.

February 13—
INSTALLATION DINNER, 6.30 P. M.
Fairmont Hotel.

Coming Events

CALIFORNIA ACADEMY OF SCIENCES RECEIVED FEB 17 1932

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

International—Third Monday, 7:30

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

LOOSE LYRICS FOR LOVELY LADIES

Lovely lyrics for loose—no, no, that's not right; ut at any rate, lyrics for ladies all in their rettiest party gowns are promised us by our Proram Chairman, Mary Sexton, at the installation inner to be held in the Gold Ballroom of the Fairont Hotel on Saturday evening, February 13th. hese lyrics compose one of the song groups to be resented by that clever diseuse, Mrs. Carlo Sutro orbio in appropriate costume. Mrs. Morbio's ovel and original characterizations will add just ie touch of sophistication which is needed to comlete the fine program planned by the committee or this year's party. In addition to Mrs. Morio's unique song groups, Miss Dorothy Dunne, ifted harpist, will be heard in three solos:

Priere ..... *Hasselman*
La Source ..... *Zabel*
Waltz ..... *Brahms*

Miss Dunne studied with Grandjany in Europe, nd is an exceedingly talented young musician. Miss Anne O'Day and Ronald Telfer will give us witty playlet, "Confessions," by Sir Arthur onan Doyle. A fourth number which Mrs. Sexon is reserving as a surprise will complete this art of the entertainment.

We were in some doubt whether our Honorary resident, Lillian Palmer, would be able to accept ie invitation of the committee to preside at the inner, as her mother has not been well, but Miss Villiams telephoned a few days ago that they have ersuaded her to attend our annual party, so we feel assured now that the evening is bound to be a success. Invitations have been extended to the Presidents and members of Business Women's Clubs in the bay region, many of whom always plan to be with us. Mrs. Burlingame reports that table reservations are going rapidly, and is warning the members that there remains only one more week in which to make up their tables, which are arranged for six or eight. The time is 6:30; price, $2.50.

The committee has given much time and thought to the various details in connection with the installation dinner. The choice of the Gold Ballroom seems to meet with the approval of everyone who is planning to attend. Nettie Smith, the House Chairman, has been in consultation with the Fairmont Hotel concerning the menu to be served and the decoration and floor plan of the tables. Mary Crookston, Reception and Hostess Chairman, has gathered a group of able assistants to greet you and conduct you to your special seat without delay or confusion. Mary Sexton, Program Chairman, has kept you informed of her plans for your entertainment as they have progressed. The committee as a whole feels that everything possible has been done to make this installation dinner as notable an occasion as similar affairs given by the Club in previous years, and they are particularly gratified that Miss Palmer will be with us to make merry.

THE COMMITTEE.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Mary H. Baker
Club Reporter.....Dr. Phillis Bourne
Business Manager.....Mary K. Menary
Advertising Manager.....Jessie D. McKinney

OFFICERS

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First Vice-President.....Mary H. Baker
Second Vice-President.....Bertha J. Dale
Recording Secretary.....Jean E. Kerrison
Executive Secretary.....Irma M. Burlingame
Treasurer.....Berenice Magness
Auditor.....Alice Kennedy
Honorary President, Lillian Palmer

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CLUB NOTES

By Dr. Phillis Bourne

Ada Brace is commencing her third scrap-book but is out of "scraps." Please gather together your smiles and send them to her. She wishes to thank through this column Bertha Pierce and Mae B. Wilkin for their generous contributions. So girls, out with your scissors and snip all the funny pictures and stories you can find and send them to Ada Brace at the Fielding Hotel.

The library has another delightful new book, "Harbour Master," by William McFee.

Josephine Traut, we are glad to say, is improving rapidly. She is now able to get out of bed for a short time each day. At the recent meeting of the California State Business Educators' Association she was made First Vice-President. We all know of Mrs. Traut's faithful and capable work for this Association, and rejoice with her at the honor which they have conferred. Do accept our congratulations.

New Members

Dr. Crete Arnett Crockett,
Physician and Surgeon.
Office and Residence, 1195 Bush Street.
FRanklin 2645.

Miss Mary L. Powers,
Protective Officer, San Francisco Police Department, Hall of Justice.
Office Phone, DAvenport 2020.
110 Fair Oaks Street. MIssion 2142.

Mrs. Margaret La Grange Althouse,
220 San Carlos Street, Sausalito.
Sausalito 521.

Mrs. Eleanor Middlehoff,
Manager, State Department of Public Health.
358 State Building. UNderhill 8700.
2338 6th Street, Berkeley. BErkeley 5087.

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BOOK SECTION

February 8th

Mrs. Thomas A. Stoddard, who has given many teresting book reviews in San Francisco, has en kind enough to give us an evening. On the ove date she will review "Job," by Joseph th, and will also give high lights of importance om the following:

"On Understanding Women," by Mary R. ard, co-author of "Rise of American Civiliza- n."

"Women's Coming of Age." A symposium of irty writers.

These are all books of importance which present oblems occupying the thought of the world to- y. Mrs. Stoddard will lead a discussion after r review, and the evening promises to be most teresting.

I hope that many of the Section and Club will d this program attractive and attend the meet- g.

JEAN DOUB, Secretary.

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THE BOOK SECTION

We are up and away in our seven-leagued boots,
The land of the "fez" is our goal,
The winds and the waves we skim merrily through,
As storms we seek to cajole.

A "bid" we received, a visit we make,
(Old Turkey a "new woman" holds),
"Come hither," she said, "my acquaintance
please make,"
A message she kindly unfolds.

Montana to Paris, Mrs. Williams in lead,
Constantinople we view from afar,
We tighten our boots and quick as a wink,
It's "Halide Edib, here we are!"

A woman of culture, good breeding and tact,
Who had sundered the centuries' chains,
Is giving us welcome and scholar and guide,
The Book Section's hour entertains.

Though old world we visit, at new thoughts we
stare,
As Mrs. Williams lifts the veils of the past,
Retracing her footsteps when as teacher she found,
The "new woman" a stanch enthusiast.

Our stay too soon ending, we needs must away,
But halt for Miss Kelly's report,
Of fiction and writers and authors and books,
Interesting, it always seems short.

What's this that she's saying? We prick up our
ears,
'Tis something about fading away,
Some merger or kink in her work section wedged,
And so from her books she may stray.

Mrs. Carmer, our Chairman, in a sweet, gracious
way,
Our thoughts thus put into speech,
Informing Miss Kelly, "You can't stay away,"
The thought e'en, we will impeach.

With service so faithful, with zeal so intense,
Your work always gives us delight,
These words brought our visit and trip to a close,
With thanks to our guide and good night.

A Member.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 9 FEBRUARY 13, 1932 No. 7

Weekly Program

Coming Events

February 13—INSTALLATION DINNER, 6:30 P. M. Fairmont Hotel.

February 15—International Section, 7:30 P. M.

February 16—BUSINESS MEETING, 12:15 P. M. Club Rooms.

February 18—Choral Section, 6:45 P. M.

February 18—Thursday Open House, 8:00 P. M.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

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Please make dinner reservations early at Club Rooms, PR ospect 8347

INSTALLATION DINNER

SATURDAY EVENING, FEBRUARY 13, 1932

GOLD BALLROOM, FAIRMONT HOTEL

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MISS LILLIAN PALMER,

Founder and Honorary President, Business and Professional Women's Club, will be with us as Chairman of the evening. A delightful program of varied interest will be presented by professional artists, musicians and players for your entertainment. Lovely spring flowers, St. Valentine's decorations, a delicious dinner, for which the Fairmont Hotel is noted, all your officers, incoming and outgoing, will be there to greet you and start the new year with a happy, enjoyable party.

If you have not yet taken up your reservation from Mrs. Burlingame, please do so at once. Tickets are $2.50; tables are arranged for six or eight. Time, 6:30 p. m.

THE COMMITTEE.

IMPORTANT NOTICE!

On account of the date of our regular Program inner following so closely the Installation Banet, there will be no Dinner Meeting on Februy 16th.

To comply with the By-Laws, a meeting will be ld in the Clubrooms at 12:15 p. m. on that date.

CHARLOTTE F. MCCLELLAND, President.

THURSDAY EVENING

The Reception Committee for 1932 urge you to start the potential pilgrimage to that mysterious Mecca, our Club rooms, on Thursday evening, February 18th. Welcome, warmth, whoopee, poise, and avoirdupois await you.

THE COMMITTEE.

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CLUB NOTES

By Dr. Phillis Bourne

The Northern District meeting at Salinas, February 7th, saw the following members of our club present: Ethel L. Maxwell, Ida M. Reed, Carolina Bachich, Ada Brace, Gertrude Tubbs and Z. Clements.

It was nice to see so many of our members present at the annual meeting, especially those who haven't been to a dinner for a long time. Mrs. Middlehaff, our newest member, made her first appearance at a club meeting, with her sponsor, Lillian Hall.

Violet Neuenberg is working with the Republican Women's organization at the Palace Hotel Room 2091; phone GArfield 0303.

Miss Rose Haas has accepted a permanent position at Richmond, Calif., with the firm of Daniel & Bowden, Public Accountants, at 412 American Trust Building. Home address, 183 12th Street.

The latest copy of *Westward,* the San Francisco poetry magazine, has been received at the Clubrooms, and contains the regular "Book Chat" article written in the sprightly and humorous prose of our member, Mary Elmina Kelly, who is now affiliated with the Post Street Circulating Library. Miss Kelly mentions some worthwhile books for you to read: The Dutch Shoe Mystery, Ellery Queen; The Harbour Master, by McFee (a copy of which we have); Mr. and Mrs. Pennington, by Francis Brett Young; The Kirbys, by Margaret Whipple; Swiss Family Manhattan, by Christopher Morley; Only Yesterday, Frederick Lewis Allen; and the life story of a fine San Francisco woman, Donaldina Cameron, Chinatown Quest, by Carol Green Wilson.

A MESSAGE FROM WINIFRED KERR

"The B. P. W. have had so many delightful outings, I thought possibly they would appreciate these verses":

I am a handmaid bound to lovely things;
Along the years in Beauty Street they lie;
An emerald dusk I hold, a lift of wings,
A cotton field beneath the August sky;
September once bestowed a rumpled lane,
A Sabbath morning with an old church bell,
And every wildflower in the April rain
I numbered yesternight when darkness fell.

Bound though I am, no freer is the wind
That bloweth where it listeth, and tonight
I still shall have October, amber-skimmed,
Though winter spreads her holiness of white;
A touch, a fragrance, then on winged feet
Adown the years I go in Beauty Street.

Kathrine Hymas Williams.

ABRAHAM LINCOLN WALKS AT MIDNIGHT

(In Springfield, Illinois)

is portentous, and a thing of state,
hat here at midnight, in our little town
mourning figure walks, and will not rest,
ear the old court-house pacing up and down,

r by his homestead, or in shadowed yards
e lingers where his children used to play,
r through the market, on the well-worn stones
e stalks until the dawn-stars burn away.

bronzed, lank man! His suit of ancient black,
famous high top-hat and plain worn shawl
lake him the quaint great figure that men love,
he prairie-lawyer, master of us all.

le cannot sleep upon his hillside now.
le is among us—as in times before!
nd we who toss and lie awake for long
reathe deep, and start, to see him pass the door.

lis head is bowed. He thinks on men and kings.
ea, when the sick world cries, how can he sleep?
oo many peasants fight, they know not why,
oo many homesteads in black terror weep.

he sins of all the war-lords burn his heart.
le sees the dreadnaughts scouring every main.
le carries on his shawl-wrapped shoulders now
he bitterness, the folly and the pain.

le cannot rest until a spirit-dawn
hall come;—the shining hope of Europe free:
he league of sober folk, the Workers' Earth,
ringing long peace to Cornland, Alp and Sea.

t breaks his heart that kings must murder still,
hat all his hours of travail here for men
eem yet in vain. And who will bring white peace
hat he may sleep upon his hill again?

VACHEL LINDSAY.

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IMPROMPT-I

Sa-lu-ta! Girls, we haven't gone places nor done things in 1932! Thusly—suppose we celebrate our Georgie's 200th birthday! Dine and take in a show! Crazy Quilt—a musical hodge-podge, opens at the Curran, so we go Monday, February 22nd. Price, 50 cents. AND, Fanny Brice is the Big Egg of the production—she's always a laff-getter! We'll eat at the Alta Casa—'member those pop-overs—last year—Yum! Yum! 85 cents. Cheap time—under $1.50 for all! I am sure we want to huddle and chat, and anyone is welcome. No favorites—just a cholly group of busy-biz-nezz gells. Please advise promptly.

IMPROMPT-I, DO uglas 2945.

ELECTION RETURNS

The following officers and directors were elected at the annual business meeting on February 1932:

President—Charlotte F. McClelland.

First Vice-President—Bertha J. Dale.

Second Vice-President—Isabelle E. Banz.

Recording Secretary—Florence C. Attridge.

Treasurer—Alice B. Kennedy.

Auditor—Rose D. Miller.

Directors—Daisy K. Prechtel (2 years); Sylvi Kempton (2 years); Jessie D. McKinn (1 year—unexpired term of Charlotte M Clelland).

JEAN E. KERRISON, Secretary.

The official list of appointments of committe chairmen, section chairmen and staff of THE BUS NESS WOMAN will be published in a later issue.

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ol. 9 FEBRUARY 20, 1932 No. 8

Weekly Program

Coming Events

February 23—Dramatic Section, 7:30 P. M.

February 25—Choral Section, 6:45 P. M.

February 25—Thursday Open House, 8:00 P. M.

CALIFORNIA ACADEMY OF SCIENCES LIBRARY MAR 29 1932

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Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

AHOY! ALL ABOARD, SHIPMATES

The good ship, B. and P. W. C. of San Francisco, having been turned over to your new Captain in shipshape condition, is off once again for another year's cruise.

Your Captain stands at the helm ready to guide and direct a true course, and every soul on board is an officer or a member of the crew, and equally responsible for the ship's welfare.

We are looking forward to a very happy and successful voyage, with serene waters and cloudless days—winds tempered to our needs—and every officer alert, prepared for the high adventure.

We are laden with love, goodwill and encouragement—all profitable cargo—and as we touch each friendly port, we hope to load our good ship only with that which will be beneficial to each and every one, and thus bring and bind into closer relationship that spirit of loyalty and helpfulness which has carried our ship through so many successful voyages, and also prove worthy ballast to convey us safely to harbor in 1933.

CHARLOTTE F. McCLELLAND, President.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger

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IMPORTANT TO CONTRIBUTORS

All committee chairmen and other members who have news of interest to the club are requested to have copy in the hands of the editor not later than Saturday morning for the issue of the following week. Copy should be sent to Marion Morris, 2642A Larkin Street.

L'ENVOI

The BUSINESS WOMAN has passed another milestone. With the publication of the next issue its fate will pass into the hands of a new staff. The achievements of the past year may be regarded as a testimony to the value of co-operation, for advertisements and contributions have flowed into the editorial office without a decrease from the normal figure set in former years of prosperity. To the many advertisers and club members who contributed aid, either financial or editorial, the retiring staff tender their most appreciative thanks.

The editor is particularly grateful to the members of her staff for their support and loyalty to the interests of the paper throughout the year. Mary Baker has been a tower of strength in her advice and direction in all matters of policy; the fine financial management which has turned over such a splendid balance to start the new term is due entirely to the business judgment of Mary Menary Giesen and the salesmanship of our Advertising Manager, Jessie McKinney; and Dr. Phillip Bourne, who has so faithfully and so interestingly chronicled the activities of the members each week deserves a special mention.

It is not possible to enumerate here the many club members who have reported the events of the club, but they have made the paper. That anonymous "Member," who has sent in the pleasing rhymed accounts of the Book Section, has been a special joy, and as mystery always adds a flavor "where ignorance is bliss, 'tis folly to be wise." Thank you, Unknown.

Therefore we pass the torch to Marion Morris who will guide the fate of the BUSINESS WOMAN for the coming twelvemonth as Editor-in-Chief and those who know Miss Morris appreciate her exceptional qualifications for the office. We can confidently look forward to a bigger and better BUSINESS WOMAN.

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CLUB NOTES

Mrs. Henri Napier Carmer has just given two tensely interesting lectures at the San Francisco etaphysical Library and Book Shop. The first cture in January was on "What Life Should ean to You," and the second one, this month, as "The Twelve Tests of Character."

The club extends deepest sympathy to our mem-r, Miss Lillie Kuck, in her recent bereavement used by the death of her step-brother, Peter J. ietels.

Miss Mae J. Shannon has just opened a Secre-rial School at 818 Macdonald Avenue, Richmond, lif. Miss Shannon's residence is the Hotel Car-inez. The club extends best wishes in your new siness location.

Isn't it nice that our Margaret Mary Morgan s able to leave the Franklin Hospital on Satur-y? It is understood that Sciatica has been ked, and we hope will never bother you again, the business of getting rid of it is entirely too inful.

Latest report from Mrs. Traut is that she is proving slowly but surely.

This is the last time that I shall write "The lumn," and I am sorry, for I have enjoyed ribbling about you all. During my year I have itten notes concerning one-half of the club mem-rs (by actual count), and now I turn my pad d pencil over to the new Club Reporter, Bertha erce, to write about the other half. So give her good start and ring DO uglas 4730 between 9:00 m. and 5:00 p. m. Au revoir!

OF INTEREST TO MEMBERS

Haskins' Permanent Wave..... $7.50
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MRS. EDWARD DEXTER KNIGHT
Assistant Vice-President

MID-WINTER SABBATH IN GOLDEN GATE PARK

By May F. Riley

A sharp, cold wind bringing with it the feel of snow. Perhaps this very air, so penetrating, has but a short time ago passed with light feet over the Sierra snows, holding its wrap tightly about it. Snow wind; a fascinating thought—setting the mind to thinking, during this Sunday morning walk through the Park.

There is an avenue in the Park that delights me. It is parallel to Stanyan Street. Perhaps few know of it; it is so immediate to the entrance it is easily passed by, in eagerness to reach other objective. (Why do we speed on in so many things in life, and miss the lovelier right at hand?)

As many times as I have strolled down this path I have seldom met a person. The path is stately. Tall, dark trees line each side. Trees that are as the years; the years since I first walked that way. I can still see those ladies of quiet mien, dressed in the fashion of the 90's; shading their eyes from the westering sun with their tiny parasols. Then there were little benches, with arms of patterned iron, set in ordered spacings. No ladies and their escorts strolled today; but their shadows walked with me down the vista of remembrance. There is a heavy tapestry of ivy on the ground; tendrils have crept up onto the trees. Ivy that is like a memory, softening the lines of past years. Trees and ivy in close companionship. Little of sunlight creeps through onto the path; for the trees stand close, and their top branches interweave.

A sloping path leads from the avenue of trees, down through the rose garden, plotted in irregular designs. Some roses were in bloom; the leaves tightly curled like a babe's fingers in early infancy. There was a stillness in the crystal air. The sky was a Madonna blue, as though Mary had spread her cloak over the world, as she wrapped it around the Babe in Bethlehem many Decembers ago. I stopped, listening for the flutter of angels' wings, for heaven seemed very close to earth this morning.

The rhododendron is in promise. Prelude to another spring. I found tiny, over-laid tips of blooms; an emerald mosaic. What power is incarnate in that tiny bud that in a few months shall exalt us with its color? Blossoms that added to each other, up and down the glades, will paint the canvas of a resurrection.

In the conservatory, bank upon bank of cyclamen. White, pale pink, deep rose and crimson. So still there; faint tinkle of water dripping; a bird on the wing; thin fluttering of a butterfly. A gorgeous white butterfly it was; circling around and darting inquisitively into the flowers, until it came to the white cyclamen. And having found its haven, rested. Frail lives; giving ecstasy to me, as I watched them. White flower and white butterfly; two lovers they seemed. I left them that they might speak to each other alone, in that fragrant silence.

I took the narrow, quiet path to the north, homeward. I had seen too much beauty, felt too great exultation to take the wider road.

IMPROMPT-I

AND NOW—LET'S WALK! Whoo—if the a
be fresh and crisp—what finer than a "canter
through the Park! Right there at the old re
dezvous—Tenth Avenue and Fulton—end of t
Geary "A" line—at 10:00 a. m. SHARP—Su
day next, February 21—we're off! Chatteri
through the greens, gathering ozone and an app
tite! When we reach the ocean—ah! ah!—EAT!
Come along—you and you and you—Welcome!

AND THEN—we are going to the "Cra
Quilt" on Monday—that makes a happy, jol
week-end! Are yer listenin'?—advise

Impromptu-I, DO uglas 2945.

Ann Kuh
Frances Novick
Phone SU tter 3040

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 | FEBRUARY 27, 1932 | No. 9

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MAR - 8 1932

Weekly Program

March 1—DINNER, 6:15 P. M. $ .85.
Western Women's Club.
BUSINESS MEETING.

March 3—Choral Section, 6:45 P. M.

March 3—Thursday Open House.

Hostesses
Elma Baily
Betty Walton Eleanor Middlehoff
Minna Brown Mildred Adams
Adele Metzner

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

WITH POMP AND CEREMONY

Our annual Installation Dinner and Program, to hich we look forward each year, and for which e plan weeks in advance, was held in the Gold allroom of the Fairmont Hotel, Saturday even- ig, February 13.

The lovely, soft lights, the graceful green tapers silver candlesticks, the pink rose buds with their ackground of greenery and white spring blossoms, ogether with favors in the same pastel shades, ompleted the setting in which our members and eir guests gathered to enjoy a splendid dinner nd evening of entertainment.

Upon our arrival we were greeted with a warm elcome given us by four members of the first eception committee who had served when the Thursday Evenings'' were instituted — Mrs. iley, Mrs. Pinger, Miss Lambertson and Miss anz.

In the ballroom we were met and directed to our aces by another four of our Thursday night re- ptionists—Mrs. Goodwin, Mrs. Boardman, Dr. orrow and Mrs. LeRoy.

Miss Baker and Miss Smith, who had planned any of the fine details of the event, were assist- g in making us feel the genuineness of the oc- asion.

Lovely in dinner dress and evening gown, our rls had all shaken the ''serge'' of business and ut aside the cares of the work-a-day world, as ey joined in the installation ceremonies and the xteenth birthday of this club.

We had as guests many business women from ties around the bay, and with Lillian Palmer, onorary president, as toastmistress, Mrs. Sexton resented for our entertainment a program of aried and delightful numbers given by Mrs. Carlo orbio, Miss Dorothy Dunne, Miss Cecile Preble, iss Anne O'Day and Mr. Ronald Telfer.

Our retiring president, Mrs. Ethel L. Maxwell, introduced her successor, Mrs. Charlotte F. McClelland, whose sweet and gracious words of acceptance of the honor accorded her, and acknowledgment of the attendant responsibilities, won the hearts of her admiring listeners.

As a fitting climax of a pleasant evening, and as a gesture of the high ideals of our president, she asked that we join hands in a circle of friendship and wish one another happiness.

The wonderful response that was given this request bespeaks the loyalty of the club to our president, the renewal of warm friendships now existing between our members, and the added wish for opportunities to be helpful to every one with whom we come in contact.

R. Miller.

DRAMATIC SECTION THEATRE PARTY

We are planning a theatre party to GRAND HOTEL, the New York sensation of the season. The price of the tickets is 75c (50c plus 25c for Dramatic Section fund for financing our yearly dramatic night). The party is open to all club members, and we hope you will support our efforts by attendance as you have so splendidly done in the past. For reservations, please phone Miss Kempton, GArfield 3791 (WEst 2570 evenings).

Sylvia Kempton, Chairman.

A GIFT FROM WASHINGTON

We are fortunate to be the recipients of a beautifully tinted official bicentennial picture of George Washington, which occupies a place of honor in our club rooms. Representative Florence Prag Kahn sent this from Washington, D. C., and knowing how busy she is during congressional sessions, we feel very grateful for her thoughtfulness.

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WE CARRY ON

To bring each member a little closer to the club, a little more in touch with its work and its play, is the goal set by THE BUSINESS WOMAN for the coming year.

As we keep you informed of the earnest and unselfish work of our president and her assistants, we hope that you will be encouraged to forget personal considerations and to give, at all times, your loyalty and support.

We shall bring you news of club events and of our own members and their work, with a view to strengthening friendships and increasing understanding among ourselves. It is not our intention to point a moral, or to be over weighty. We hope at times to make you smile a bit, for it seems best, these days, not to take ourselves and our problems too seriously.

With these aims in view, we ask for your cooperation and your criticism. We ask for your contributions. We ask you, above all, to—READ THE BUSINESS WOMAN!

PEP PERSONIFIED

After attending our annual dinner at the Fairmont, Saturday evening, Ray Morrow, Hazeldean Mitchell and Julia Rossou rushed home, changed clothes, and caught the 1:20 train for Tahoe. They joined the bankers' group and thoroughly enjoyed the winter sports of tobogganing, skating and sleighing.

THE EDITOR LEANS ON HER STAFF

Your new editor, now that she is "all in" a nothing can be done about it, has a confession make. Not so long ago, while she was busy at h job in the Municipal Court, an attorney admo ished his witness: "Don't nod your head. Th reporter can only write *yes* and *no.*" This e tremely restricted vocabulary, though it may be accordance with Biblical precept, is hardly co ducive to editorial success. She has, therefor found it necessary to secure a highly compete and able staff, whom she takes pride in presenti to you now:

Associate Editor, Rose D. Miller. Rose holds t responsible position of office manager of the P cific Plating Works. She has been a club memb for eight years, and, as all readers of THE BUS NESS WOMAN know, she can write very much mo than *yes* and *no.* It is always a pleasure to re her comments on club events, and we know th she will do much toward our goal of, in the wor of a staff member, "making THE BUSINE WOMAN so attractive, and its descriptions of t activities of the club so inviting, that we will na an increased membership, attendance, interes bank account, and activity, and will make for ou selves a place in the club life of San Francis that will be outstanding in ideals."

News Editor, Ednah M. Butler. Any little new item that is plotting to escape THE BUSINE WOMAN might just as well surrender right nó for Ednah will get you, sure as fate! Along wi her news-gathering propensities, Ednah is also lawyer, of a family of lawyers. THE BUSINE WOMAN feels that, just to be on the safe side, is well to have an attorney within reach. Thr or four can be rather exasperating, especially they all talk at once, but, taken one at a tim they are a distinct asset.

Club Reporter, Bertha M. Pierce. Bertha ca west from Massachusetts soon after the fire, a is a "native by adoption." She has served on c house and reception committees, and is ever rea with a helping hand in time of need. Just in ca any member wants advice on how to keep a job, suggest a consultation with Bertha, who has be with the American Can Comapny for eighte years. She asks you to send her news of yourse and your friends, at DO uglas 4730, between ni and five.

Advertising Manager, Madge G. Radelfing Madge hails from Nevada, where her father was pioneer. True to her early life, she loves the op spaces, and Friday to Monday finds her off to so wild spot for hunting or fishing. This coming ve Madge is extending her hunting activities. Mc any day between Monday and Friday she may seen scouting along Grant Avenue, in and out hat shops and tea shops on Post and Geary a Sutter, and up narrow stairs or elevators to t hidden haunts of elusive advertisers, who are u aware of the advantages to be gained from an in THE BUSINESS WOMAN. She is looking forwa with enthusiasm to the chase, and we hope so of you who also like to hunt will occasionally jo her, and that all of you will show your appreciati of her efforts. So we end on the well-kno theme, "PATRONIZE THE ADVERTISERS!"

BUSINESS MEETING

It will be appreciated if all chairmen of committees and their assistants be present at the business meeting on March 1, 1932.

FLORENCE C. ATTRIDGE, Secretary.

CLUB NOTES

By B. M. PIERCE

Mabel Pinger motored to Sacramento over the olidays with her cousins, Mr. and Mrs. A. W. inger, of Minneapolis.

Susan McGill spent the week-end with Miss undall, of the Alameda Business and Professional Vomen's Club at Ben Lomond.

Ray Morrow, Callie Bachich, and Ida Reed iotored down to Carmel to celebrate George Wash-igton's birthday.

Edith Wiltse left Saturday morning for a visit ith her sister-in-law at San Luis Obispo.

If you happen to be in San Jose, the "Wel-ome" sign is out at No. 36 West 13th Street, here Josephine Traut is staying. She is recover-g very nicely from her recent illness.

Alice Jones and her mother spent the week-end siting her sister in Sacramento.

Mary Elmina Kelly gave one of her inspiring, itty book reviews on Wednesday, the 3rd, before most interested group of young business women -the Mission Center of the Y. W. C. A. From l comments we have heard her talk was very much ppreciated.

We are happy to hear Emelie Melville has left e hospital and is now recuperating at 1267 Fil-ert Street. Note new address.

Bertha Pierce planned to spend the holidays at alm Springs, wired for reservations, bought rail-ad ticket, berth, etc., but so far no reply from em! Last minute—hooray—El Mirador just ired, so I'm off—good-bye!

WE MEET AT NOON

In order to conform with the By-Laws, our new esident called an informal meeting in the club ooms at 12:15 p. m. on the 16th. There being no uorum and no business for its consideration, the eeting was adjourned. However, the foregoing lls only half the story, as the club rooms pre-nted an animated picture of great busy-ness for vo hours, and probably as many as forty mem-rs dropped in on various pretexts.

In one corner we noticed the president in close nsultation with the outgoing and incoming chair-en of Dramatic Section, Gertrude Tubbs and lvia Kempton, and we feel sure that something teresting is being planned for our entertainment ring 1932. In a huddle on the divan were past d incoming staff members of THE BUSINESS OMAN, Jessie McKinney, Mabel Pinger and adge Radelfinger, discussing "ads" and finan-al programs. Bertha Pierce, another staff mem-r (our new club reporter) was busily scouting r items of news concerning the members and who as going out of town over the holiday. Meeting the office were two past presidents somewhat efully comparing notes on how it feels to be ex.

So, on the whole, several plans of importance re initiated at Tuesday's meeting in which we all all take part presently.

NORTHERN DISTRICT MEETING

Ida M. Reed, Ethel Maxwell, Charlotte McClelland, Caroline Bachich, Gertrude Tubbs, and Lilian Elias journeyed via motor and train to Salinas on Sunday, February 7, for the Northern District meeting, held in the Elks' Building.

This year being Washington's two hundredth anniversary, the decorations and entertainment were carried out in Colonial fashion. All the Salinas girls were dressed in dainty Colonial dresses and white wigs, and the table decorations conformed to the spirit of the occasion.

There were thirteen tables, one for each of the original thirteen colonies, each presided over by a hostess who gave a short history of her colony and then introduced the guests at her table. There was community singing of patriotic songs as well as club songs and those composed especially for this meeting by Gurty Tubbs, music chairman of the Northern District. Agnes Smith, member of the Salinas Club, sang two beautiful solos. President Bernice Donohue introduced the speaker, Professor K. M. Hagestad, of the Salinas High School, who talked on Washington and Lincoln. It was truly a delightful meeting—singing, chatter, jokes, serious speeches—not a dull moment, and the long trips that some made to attend were well worth while. Thank you, Salinas!

C. A. B.

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OPEN HOUSE

The Reception Committee Greets You as it Starts Upon its Work for 1932

What a pleasure to see many old and some new faces at our Open House on Thursday night!

To Sara Ann Magill we are indebted for one of her famous cakes.

Our membership committee was there, and busy too, for Miss Frahm, Miss Goekel and Mrs. Conragan, all prospective members, spent the evening with us. We enjoyed them and we hope that we shall have the pleasure of greeting them as members real soon.

To our guests we extend a sincere invitation to visit us again: Mother Banz, Mother Boardman, Mrs. Buck, Miss Porter, Miss Dutot and Miss Dempsey. We hope to see Mother O'Brien in the near future.

For our little program in honor of George Washington, the Western Women's Club most kindly sent us their beautiful American flag, and Miss Clements, one of the directors, graciously consented to help by giving a most appropriate talk in commemoration of this country's first president.

Sunny Smile and Gloria Giggle Grin were wedded—and our aim shall be to promote the laughs and the smiles during our term of service through 1932.

We want Callie to finish the tango which made a good start, but we suggest that the wheezy accompaniment have a drop of oil, next time.

We have modest maidens in our midst wishing to remain incog. None the less we thank them for the flowers and cake. In the future they shall be M. M.'s (which is no reflection on Margaret Mary, who, in her own words, is no longer modest. Sciatica is its name.)

And now for the future: We have had requests for a party—one of those gay, frolicsome affairs where dignity is parked at the door or in the cloak room.

What shall it be? Make known your wishes to

THE RECEPTION COMMITTEE.

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THE SECOND REGIONAL MEETING of the NORTHERN DISTRICT

is to be held at Chico on Sunday, March 6, 193 We are going to that delightful place, Richards Springs, for luncheon. Let Mrs. Burlingame kno if you are coming. The plans are alluring, a I'm sure we shall have a good time.

LILIAN ELIAS,
Hostess Chairman, Northern District.

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MAR - 4 1932

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Vol. 9 MARCH 5, 1932 No. 10

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Weekly Program

March 8—Dramatic Section Theatre Party, 8:30 P. M., Geary Theatre.

March 10—Choral Section, 6:45 P. M.

March 10—Thursday Open House, 8:00 P. M.

Hostesses

Chairman, Elsie Monte
Grayce Dempsey Ruth Shaw
Nora Blickfeldt Adele Metzner
Allene Schuerbrock

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

NEWS FROM CHINA

At least two of our club members have a distinctly personal interest in what is transpiring across the Pacific, for Gertrude Wise has a sister in Shanghai, and our own member, Virginia Himes, is with the Army Nurse Corps at Tientsin.

As personnel head in the office of the Texaco Oil Company, Gertrude's sister is brought into close contact with the Chinese boys and girls, who had been coming to work mostly from the Chapei district. Their homes are now smoldering ruins.

Each foreign member of the office force of the American and European corporations has taken in one of these refugees. At the home of Gertrude's sister is a little Chinese girl, while the men have taken in the young Chinese students on whom they rely for their office help, and are providing them with clothes, shelter and food. The International Settlement is in a state of confusion, and the inhabitants are suffering from loss of sleep and scarcity of food.

Virginia Himes, being in Tientsin, has so far escaped contact with the zone of fighting, but we know that she will have much of interest to tell us on her return to this country. She has been accorded a further extension of time, and is now expected home toward the end of this year.

"BUSINESS OF A CLUB"

was the subject of an address given by Zee Clements before the San Mateo B. & P. W. Club, where she was honor guest at an executive meeting at the Benjamin Franklin Hotel. San Mateo Club expressed its pleasure and enjoyment, and now Burlingame wants Miss Clements to repeat. Gertrude Webbs accompanied Miss Clements.

HONOR FOR OUR CLUB

Our president, Charlotte McClelland, was invited to be present at the impressive ceremonies which marked the formal presentation of the government permit to cross Yerba Buena Island for the San Francisco-Oakland trans-bay bridge, which opened the way for a $75,000,000 structure. There were approximately one hundred and seventy-five invited guests who witnessed Rear Admiral W. C. Cole make the presentation to Governor James Rolph.

ARE YOU REGISTERED?

It's no fun, when an important election comes, to see our friends and neighbors going to the polls, while we ourselves are barred because we "forgot to register." So just a word of warning. We must ALL register before March 24.

According to the new permanent system which is now going into effect, previous registrations are cancelled. We should all have our names in at once, either at the Registrar's office in the City Hall or at one of the branch stations. This is necessary in order to vote at the presidential primary on May 3, the August 30 primary election of senator, representatives and certain members of the Assembly and judiciary, and, of course, the general presidential election of November 8.

This year no house-to-house canvass is being made, and although this may mean a slightly lower registration, it means, too, that everyone whose name is included in the books is really interested in voting. On Friday, February 26, Registrar Collins announced a total registration to date of 119,505, of whom 49,707 are women. He urges that registrations be made promptly, for he's expecting a rushing business during the last few days and right up to midnight on March 24.

The Business Woman

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Jessie D. McKinney — Gertrude D. Tubbs

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BOOK SECTION

Our rooms to us seemed different,—
Appeared a trifle strange,
The piano and the sofa,
Their places had exchanged.

The "tidy" on the sofa,
Looked clean and spick-and-span,
It surely is an ornament,
On our sofa, née divan.

It truly was amusing,
And really caused a smile,
To see Rae Morrow study,—
If the change had been worth while,

With arms on hips, akimbo,
And head cocked to one side,
We awaited her decision,
'Tis the House Committee's pride.

Each thing appeared, yes, perfect,
Within our meeting hall,
Although the piano ornament,
Seemed a trifle, wee, too small.

O no! we didn't change it,
It had its charm and grace,
Besides, in glancing 'round us,
We had nothing to replace.

Our meeting time arriving,
Mrs. Carmer placed the chairs,
We're ready in a jiffy,
Time's passing unawares.

There came into our meeting,
A gentleman called "Job,"
Mrs. Stoddard brought from Russia,
The other side of the globe.

And to Job's joys and sorrows,
We lent a listening ear,
Sometimes our tears were falling,
As we heard of his career.

The Job we learned from Bible,
And the Russian Job seemed twins,
The likeness was amazing,
As Mrs. Stoddard's story spins.

From Job we turned to "Women,"
Right here we'd like to say
Of Mrs. Stoddard's reviewing,
How well she can portray!

We're wrapped in deep attention,
Nor heed the passing chime,
'Til some one softly whispers,
"It is 'way past closing time."

A Member.

CLUB NOTES

By B. M. Pierce

Have you seen that lovely new occasional cha which graces our club rooms? This is a memen from our gracious ex-president, Ethel Maxwell.

Dr. Susan Hamilton had a delightful visit wi her sister, Mrs. Brown, at Ukiah over the wee end.

Irma Burlingame and her husband drove dov to Carmel, Monterey, and Pacific Grove last week.

Those two big bunches of pussy willows wi brought in by Marie McDonald Jensen on her turn from Richmond.

Charlotte MacCuaig was hostess to Blanche Ne ton and Jeanne Goodwin over the holidays, at h home in San Anselmo.

Hazel Ramon started early and took one of the "blind" drives around the countryside wh ended up at Sonoma. She calls her car "P colator." WHY?

Leora Butler is entertaining her daughter a granddaughter from Los Angeles.

Florence Calderwood brought those gorgeo flowering peach blossoms from her home in Pa Alto.

Merle Currington and her husband took th first long drive in their new Ford last Monda going down to Salinas and Carmel.

We have a nice letter from Lois Peckham sayi she is going to be with us again soon some Thu day evening. We surely hope to hear her hear laugh and witty stories again.

OUR WEEK

National Business Women's Week is almost here. o celebrate the occasion we are invited by the Oak- nd club to attend their National Business Women's 'eek Exposition Banquet on Friday, March 11, seven o'clock, in the Oakland Municipal Audi- rium Arena. Maude E. Peterson, president of the ub, is hoping for a good representation from San rancisco. She promises an interesting program, id after the banquet an opportunity to inspect ub members' exhibits which will be on display.

Let's make it a real get-together B. & P. W. nner. As Miss Peterson reminds us, it is up to e women to restore confidence, and who can do is better than the Business and Professional omen's Clubs?

Reservations should be made with Mrs. Burlin- me by Wednesday morning, March 9. Price, $1 plate.

WHO ARE YOU?

We are inaugurating, in an early issue, our Who's Who, and How She Got That Way'' De- rtment, in which we plan to tell you some inter- ting facts about some of our own members. We ink that you will enjoy learning in detail about eir jobs and the varied experiences which have en theirs.

Of course, we plan to choose those members who ve something especially interesting and helpful offer. This covers about four hundred and some d, according to the latest figures—for isn't it ue that every single member has some individual d characteristic contribution to make to the club a whole? Every one of us has, buried within r, an integral part of her past and her present, e material for countless novels and thousands of ort stories, and any number of philosophical says, if only she would allow it to come forth d be recognized.

Unfortunately, we shall not have space for all e four hundred, but a few we insist upon having. if you are approached with a request for an terview, please don't be modest. Come right out d tell us the worst—and the best!

OUR CLUB REPORTER

Do you like the little newsy bits that we are giving you about club members? They are from our efficient Club Reporter, Bertha Pierce. Remember to send news of members to Bertha!

CAUSE AND CURE OF WAR

Our beloved member, Annie Little Barry, spoke recently at a joint meeting of board members of the San Francisco and Oakland districts of the Federation of Women's Clubs, which was held in the Twentieth Century Clubhouse in Berkeley. Having just returned from the Washington Conference on ''The Cause and Cure of War,'' the State president had much of interest to relate. In reference to the conference she says: ''That is not quite the correct name for it, as no one knows the cause and we haven't any cure.''

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THURSDAY EVENING

Members are urged to enjoy the informal hospitality and good-fellowship of our Thursday night parties. Several guests were with us last Thursday night. Helen Callahan was the guest of Dr. Fernald; Margaret Stegge, of Lydia Floan; Emma Fahrenkrog, of Nettie Smith. Best treat of all, we had Annie Little Barry, president of the State Federation of Women's Clubs, who gave us glimpses of significant happenings at Washington, D. C., gleaned from her recent trip. She added entertaining personal comments on some interesting women prominent in Washington social and political life, among them our only woman senator, Mrs. Hattie Caraway of Arkansas.

Tea and cakes were served as usual. The cakes were donated by Mary Baker and Hazel Ramon, the cookies by the "Modest Maidens" (see BUSINESS WOMAN for further mystification). It is said that there are those who would like to contribute cakes but do not know how to go about doing so. Let us suggest that such members get in touch with Blanche Newton, social chairman. Donations of cakes or cookies are most welcome.

ONE OF THE COMMITTEE.

CHICO

These fine spring days make us all want to go places and do things. Our hostess chairman of the Northern District, Lilian Elias, suggests a trip to Chico for the second regional meeting of the Northern District, which takes place on Sunday, March 6.

The Gridley Club is joining with the Chico Club in entertaining their guests, and they have planned an informal bridge party for those who go up on Saturday. Luncheon on Sunday will be had at that delightful place, Richardson Springs. Please notify Mrs. Burlingame promptly if you are planning to attend this meeting.

LEAP YEAR LUNCHEON

Bertha Dale was chief speaker before the Salinas B. & P. W. Club Leap Year Luncheon. Each member brought her "Boss" and we are sure that Bertha had a fine message for them.

DRAMATIC SECTION

Our next regular meeting is scheduled for Tuesday evening, March 8, and will be in the form of a theatre party to GRAND HOTEL. All members of the club are cordially invited to attend, whether they belong to the Dramatic Section or not. Please phone Miss Kempton, GA rfield 3791 (WE st 25 evenings) for reservations. Price, 75c.

SYLVIA KEMPTON, Chairman.

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MAR 11 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 9 MARCH 12, 1932 No. 11

Weekly Program

Coming Events

March 14—Book Section, 7:30 P. M.
March 15—DINNER, 6:15 P. M.—85¢
Western Women's Building.
Speaker: Mr. Harry L. Todd.
Subject: "George Washington."
March 17—Choral Section, 6:45 P. M.
March 17—Thursday Open House,
8:00 P. M.

Hostesses

Frances Eagan Rose Haas
Virginia Merrill Adele Metzner
Irene Herlitz Allene Schuerbrock

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

International—Third Monday, 7:30

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

VERSES OF LONG AGO

SISTER ATKINS

(With apologies to Kipling)

e went before the Civic League and made our
little plea,
ıe gentlemen, they up and says, they surely
couldn't see
ıat, considering things carefully, the time was
really ripe
)r the women folk to enter in the Supervisor
fight.
it's woman this, and woman that, when things
all go awry.
ıt it's "the ladies dear, God bless 'em," when
it's time to bake the pie.
hen it's time to bake the pie, my friends, but
when it's time to eat
ıen the ladies vainly look around the table for a
seat.

henever there's a "drive," we're always asked
to join the game,
means a lot of labor and there isn't any fame.
ıt they tell us of "The city that knows how,"
and ask our help,
) we knuckle down and do our best to gather in
the pelf.

it's woman this, and woman that, and woman
is a fool,
ıt when there's drudgery to do, then woman is
the tool.
ıd when they make the goal, my friends, yes,
when they make the goal,
) the ladies get the doughnut? We'll say not—
they get the hole.

Men prate a lot of "woman's place," which, near
as we can see,
Is any place with lots of work for which is paid
no fee.
And they damn her for their troubles; if they fail
she is at fault.
So now we feel "the time is ripe" for us to call
a halt.
For it's woman this, and woman that, whatever
will we do;
Should she get in she might expect to pick a plum
or two.
Impossible, 'twould never do, endorsements come
too high,
We can't afford to spare one crumb of the Super-
visor pie.

Z. CLEMENTS.

(THE BUSINESS WOMAN, October, 1921.)

M. M. M.

Margaret Mary,
So wise and wary,
How does your campaign grow?
By night and day,
All work and no play
For three M's all in a row.

(THE BUSINESS WOMAN, October, 1921.)

Little Miss Horner
Sat in a corner
Watching political pie.
She stuck in her thumb,
Pulled out a plum,
And said, "Supervisor am I."

(THE BUSINESS WOMAN, November, 1921.)

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EVENTS—IMPROMPT-I

Go-ers and Joy-ers—there has been a wedding—yep! The Events and Impromptu-I, feeling a congeniality, got "hitched." Existing conditions seeming to call for simplicity of diversion (camouflage for economy), the chairman of this activity will carry on with modest demands upon the purse. The walks, heretofore the pep of the Impromptu-I, will continue, but other recreation in the outdoors—a picnic or two, limited bus-trips, dinners, local visits to institutions—will be offered. Any suggestions offered by members will be gladly considered.

Sunday, March 13: Meet at the car barn at 33rd Avenue and Clement—Sutter line 1 or 2—at 10 a. m. A glorious walk, via Lincoln Park, to the broad foot trail which winds around Land's End way. Very little grade, the scenery—beyond adjectives to describe—and the distance, not taxing to the average walker. Thereafter, at the Chalet, we regale! Expense, carfare, plus the demands of your own appetite! Perhaps you do not walk, but would like to join us at the Chalet—do so—we ought arrive about 11:30!

Sunday, March 27—Easter. To those inclined—let's repeat last Easter. We'll go to Holly Oaks in Sausalito, or over to Claremont Hotel—either will give us a happy day. Details next issue.

GERTRUDE D. TUBBS, Chairman.

BOOK SECTION MEETING

SYMBOLISM OF THE SEVEN-BRANCH CANDLESTIC A STUDY IN ORIGINS

George Russell, the Irish poet, says:
"By the symbol charioted,
Through loved things rising up to Love's o ways;
By these the Soul unto the vast has wings,
And sets the seal celestial on all mortal things."

Any study given to folk-lore greatly enrich one's background. To know how a given soc practice began, in what human impulse—how passed from an empirical discovery to become religious rite, a custom, and finally a fixed behavi is to illumine that thing to its core. This is t crux of the problem of Symbolism, and many wo derful books have been written around the subje

The student of mythology may see in a symb only evidence of evolution from savagery to civ ization. But a poet or philosopher may be able see a token by which complex processes of thoug are expressed in a simple formula. We have analogy in our stenographic "shorthand"—either means a great deal or nothing, dependi on the person.

The Zodiacal signs of Chaldean Astronomers, t Pyramids and Sphinx of Egypt, the Hindu Tr Stone, and Serpent, the Jewish Ark and Shekina the Catholic Madonna and Crucifix—all these stran and beautiful forms pervade the art of our wo today. Art has preserved for us something of t beauty and magic of ancient symbols.

These symbols are used in such a haphazard w however that the philosopher is likely to find ancient key to the mystery of life engraved on t rim of his tea-cup or dinner plate, a symbol th once might have been of great religious and cosm significance.

The seven-branch candlestick, the Jewi "Menorah," has been woven into the Scriptu of the Hebrew since the first account of the A It has been a significant part of the furnishing the Synagogue and a treasure of the home. Mos received the "pattern" of it on the Mount, a this "pattern" has come down to us almost u changed.

I have chosen it for interpretation because symbol of a nature fact it is related to bo Christmas and Easter celebrations. Other si nificance hidden in its beautiful form will brought out in the talk.

I most cordially invite all members of the cl who find interest in such a study to visit our Bo Section at its next meeting—March 14—and he our interpretation of this symbol. Perhaps even an *objet d'art* it may acquire new significance.

HENRI NAPIER CARMER, Chairman.

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GEORGE WASHINGTON

The speaker for our next dinner meeting, o be held on Tuesday, March 15, will be Mr. Harry L. Todd, our distinguished Postmaster, who will give us a delightful talk on George Washington. He is the best known uthority on George Washington in the Jnited States, having spoken in Washington, D. C., New York, San Francisco, and several ther places of note too numerous to menion. He has made a thorough study of the ife of Washington, and is a most interesting peaker. I hope you will be able to come, as I feel that all who attend will have a real reat awaiting them. So let's all get together nd have a nice turnout for our first dinner neeting under our new officers, and make his year a bigger and better one.

Julia Rossow, Program Chairman.

FOR YOUR ROSTER

Jell Boardman has moved to 1439 Thirty-second nue. MO ntrose 7366. Please make the neces- change in your roster.

GETTING DOWN TO BUSINESS

lthough we all enjoy our program meetings those very special occasions such as installas, our business meetings have an even deeper more fundamental appeal. It is then that we brought into close contact with our club work ll its aspects and with the machinery which os it functioning so efficiently.

Our first business meeting of the new adminision, held on Tuesday, March 1, was attended a large number of members, all eager to do or to our president and to hear of the plans the coming year. Each committee and section irman, after introducing her assistants, gave a ort of her particular field. With so many able kers, we are sure to have an interesting and oyable year. In the words of our reception irman, Blanche Newton—who, by the way, has stered a formidable army of cohorts, somewhat he nature of a standing army and an able re- e corps—we have "tall ones and short ones, ones and fat ones, offering a variety which hope will eliminate the possibility of monot- ."

So our first business meeting, like the committ, was full of variety, telling us just enough ut each club activity to arouse our interest and husiasm for the events that are to come.

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WEALTH

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The market crash cost us much that we never had. Paper profits that never got nearer our pockets than the daily paper. The market failed, but not one acre lost its fertility and all the ether waves went on working in their accustomed ways.

Had we taken stock, when the depression came, we would soon discover that our million-dollar eyes are just as good as they ever were. Every sunset is ours to enjoy. Priceless scenes are added to our view every day, a hundred thousand dollar sense of hearing is unimpaired, and through these we are heirs to a world of inspirational beauty.

Friendship's values have not been lowered, neighbors are loyal, business associates still believe in us, and our families rally around to hold our hands up high.

Faith in God instilled in us by devout parents remains as a priceless treasure no depression can touch.

A generation that has conquered the air and sent giant ships about the globe,—which has explored the oceans' depths, climbed the clouds and lived in the stratosphere, is faced with the challenge to rise above temporal things and grasp the spiritual strongholds through which we may realize our great riches.

R. D. Miller.

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CLUB NOTES

B. M. Pierce

It was gratifying to see such a good attendance at the first business meeting of our club year; among the older members who have not attended for some time we noticed Mabel Johnson, Amanda Heuermann, Leola Good, and Mary P. Ryley, and of the new members, Mary L. Powers and Dr. Crete A. Crockett. This was a good beginning, and we hope it continues.

Bertha Dale reported about forty "bosses" attended the Leap Year dinner at Salinas and thoroughly enjoyed the program, especially the songs written by Gertrude Tubbs.

Gertrude Mowder is enjoying the spring flowers in the garden of her sister in Alameda—still doing nicely, thank you.

Lilian Elias and Gertrude Tubbs attended the Northern District meeting at Chico and reported perfect weather and a wonderful time.

We deeply regret the sad passing of our former member, Ruth Huntington. Perhaps more will remember her by the name of Ruth Hynemann. Her whole life was dedicated to the work of character-building of young girls. By the provisions of her will the work will be carried on by other competent women. The Huntington Lake Camp for Girls and the Flying Bar H Sierra Park trip are fitting memorials of her life work for the benefit of young womanhood.

Welcome home to Irene Foster, who has been away for about three months enjoying a visit with her mother in Philadelphia.

No wonder Rose Miller was so anxious to get away early last Tuesday. The reason—a brand new grandson born March 1. His name is Robert.

Henri Napier Carmer is giving two special noon talks this month at the Metaphysical Library in the Liebes Building. The first was given on Tuesday, March 8, on psychology and the life of the spirit, and the second will be on Tuesday, March 22, on religion and the life of the spirit, paralleling and bridging over religion, mysticism, and modern psychology.

SOME HARD LUCK

While Edyth Wiltse was enjoying the show at Graumann's Chinese Theatre in Hollywood, some sneak thief opened her car and made off with the luggage, including a new overnite case and contents, then locked the door again. Well—better luck next time!

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MAR 18 1932
SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

9 MARCH 19, 1932 No. 12

Weekly Program

March 21—International Section, 7:30 P. M.
March 22—Dramatic Section, 7:30 P. M.
March 24—Choral Section, 6:45 P. M.
March 24—Thursday Open House, 8:00 P. M.

Hostesses

Mary Fennig — Daisy Denis
Hazeldean Mitchell — Emma Gries
Rae Morrow — Adele Metzner
Allene Schuerbrock

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

SPRING SONG

Tis springtime in glorious California (let us et momentarily about the rest of the world). lossom time is once again about to burst forth n us.

ven the birds are flipping and flapping their gs with the joy of living.

ut all of this is as nothing compared with the usiasm and happiness of SUNNY and ORIA.

hat whole-hearted suggestions we have had— in turn our sincere appreciation.

rom the whispering winds in the tree tops we learned that several plans are in the offing for enjoyment and relaxation.

n April we expect to have a special Thursday ing.

n May, parking space has already been reserved your dignity.

read THE BUSINESS WOMAN weekly and get ac- nted with our plans—which are for you col- ively and individually.

THE RECEPTION COMMITTEE.

FOR YOUR ROSTER

ose Haas has moved to the city of Richmond. is now with Daniels & Bowden, public account- , 412 American Trust Building. Residence, nier Apartments, 183 Twelfth Street, Richmond, fornia.

lotilda Gabriele is now living with her mother 00 Clayton Street, HU mboldt 1551.

enevieve Pendergrass has moved to 2415 Van s Avenue.

o, we are not misspelling Julia Rossow's name. se correct your roster.

NOBEL PEACE PRIZE

for 1931 was awarded to Jane Addams jointly with Dr. Nicholas Murray Butler. Jane Addams is president of the Women's International League for Peace and Freedom, which was organized at The Hague in 1915. She acted as chairman and has been president ever since. This award is a fitting tribute to the peace efforts of women, in view of the general skepticism and the widely accepted conviction that war is a necessary and inevitable factor in human affairs.

FOR AD. ADDICTS

By ADA ADDY

What store advertised in this issue has a name composed of the first five letters of a country and the first three letters of a city?

What ad. contains a seven-letter word, five letters of which signify a European nobleman?

What ad. contains a German word for "abode"?

What ad. contains an English translation of the same word, which is combined with a suffix to form an adjective?

What ad. contains the name of a Greek physician?

What ad. contains a five-letter proper noun, three letters of which form a popular article of food?

What ad. contains a name famous in athletic history?

What advertiser's name is composed of the same number of vowels and consonants?

What advertiser's name contains seven letters of an American city?

What ad. contains the names of a couple famous in history?

What ad. contains the name of a famous American who founded a magazine?

The Business Woman

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NEW OFFICERS FOR TRAFFIC CLUB

Our good friend and colleague, the Women's Traffic Club of San Francisco, has announced the following election of officers: President, Bertha Schellenger, of Guy T. Slaughter & Company; Vice-President, Lila Kennedy, of the Pacific Westbound Conference; Secretary, Dorothy Cunningham, Williams, Dimond & Company; Treasurer, Donna Kohler, North German Lloyd Steamship Company; Director, Helen Hurley, Norton-Lilly Company. The annual installation banquet was held on March 17, at the Hotel Mark Hopkins.

OPEN HOUSE

Sunny Smile and Gloria Giggle Grin have parently been quite successful in persuading bers to park Dull Care elsewhere and come pared to enjoy and be refreshed by the whole friendliness permeating our home on Thur evenings! Who could or would care to resist lure of Blanche Newton's good fellowship and ever-watchful crew, helping the goodly num present to find the particular diversion suite their fancy, whether Contract, Michigan, or, newest interesting game, Anagrams, for which are indebted to one of our charming new mem Eleanor Middlehoff.

It gave us great pleasure to greet Lelle Mc nolds, one of our members, who has not visite for some time, and her guest, Miss Margaret J son, who is doing some fine welfare work with Hill Farm for boys; Miss Calahan and Miss Ca guests of Dr. Fernald; Mrs. Lillian McCune, ex tive of Blue Hill Coffee Company, guest of D. Miller; Miss Morris, guest of Lilian Elias; of "Our Mothers," Mrs. Baily, and Miss B guests of Elma Baily; Mrs. Freisinger, gues Irene Herlítz; Miss Denham, guest of Hazel Mitchell; Miss Barr, guest of Clare M. Borel and, Jack Long has a rival in Ethel Wood Sullivan's husband, who created quite a sensa by telling fortunes with cards and reading pa Better look to your laurels, Jack!

We hope Mrs. Grace Gamble and Mrs. McW prospective members, liked us as much as we them and will soon join our ranks.

It was delightful to have with us Mary Crookston, as also the following members w we have not had the pleasure of seeing for s time: Lillian M. Hall, Nancy Jordan, Lola Stillman, Sara Rosenberg, Margaret Brandt, Marie Wilkening.

Luckily, curves are now in vogue and needed worry about counting the calories conta in the delicious cakes and cookies contributed Elma Baily's mother, Elsie Maclaren's mot Josephine Fernald, Sarah Ann Magill and M Brown. Thank you all so much for your ge osity.

We hope all those who are joining in hel make "Our" evenings such happy ones will tinue to help us promote at least two hours wholesome fun.

ONE OF THE COMMITTE

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NORTHERN MEETING

The great beauty of spring just beginning to on her new outfit for 1932 greeted those who ent to the regional meeting held jointly by the hico and Gridley clubs at Richardson Springs on unday, March 6. Mrs. Mabel Gregson, Northern istrict President, conducted a brief morning ses- on. The roll call brought response from Colusa, uba, Sutter, Willows, San Francisco, Burlingame, acramento, Woodland and Stockton, and at the ne o'clock luncheon covers were laid for ninety- ne. The tables looked very lovely with their St. atrick hats and favors. Our own Gertrude Tubbs ed in community singing, and Gertrude surely nows how to compose a song with a punch to it.

The speaker of the day was Mrs. Thomas H. ichards, Chico Art Club President, and represen- ative of the California Federation of Women's lubs. Her subject of "Think Tall" was very ell chosen. Think clearly and reasonably; think f peace and spread good will. Think to make the est of present conditions; think also of the em- loyer and how you can help him. "Your thoughts re your own property, so make them beautiful. o proudly, go singingly as the far-seeing go."

Space does not permit us to go into the details f the program, but Chico and Gridley certainly an be proud of theirs. We thank you both for aking the regional meeting such a delightful suc- ess, and we look forward to coming again.

L. E.

DRAMATIC SECTION

We have a very special program for our next meeting, which will be held Tuesday evening, March 22, at seven-thirty, in the clubrooms. Miss Lilian B. O'Neill will review the much-discussed play, "Mourning Becomes Electra," by Eugene O'Neill. Miss O'Neill is a well-known reviewer, having acted in that capacity for the Channing Auxiliary, the California Club, the Women's City Club, and other organizations. We are indeed fortunate in that she has consented to appear before our Dramatic Section. All members of the club are invited to attend. Let us show our appreciation to Miss O'Neill by a large attendance.

SYLVIA KEMPTON, Chairman.

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and Bank of America, *a California State Bank*
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CLUB NOTES

B. M. Pierce

Ida Reed, Callie Bachich, Jeannette Doub and Zee Clements are motoring down to the State Board meeting at Santa Barbara Sunday. Ida furnishes the car and Callie is the expert driver.

We are glad to see that Virginia Marshall is out again quite recovered from her recent illness.

Hazeldean Mitchell chauffeured a party to Sacramento last Sunday. Jeanne Goodwin said the country was a riot of colors—fruit tree blossoms coming out fast. The other Modest Maiden must remain a mystery.

Sylvia Kempton is attending the Canners' League State Convention at Del Monte, March 17 to 19.

WORK FOR THE UNEMPLOYED

In observance of National Business Women's Week, the League of Business and Professional Women were hostesses at an interesting program dinner at the Women's City Club on March 10. Frances Effinger Raymond, as chairman, called on a number of speakers representing the different welfare organizations in our city, who told of the tremendous amount of work that is being done in the present emergency.

About forty members of our club were present, and many other organizations about the bay district were represented. Dr. Susan Hamilton had as her guest Miss Berrie Bellamy, of the B. & P. W. Club of Paducah, Kentucky. Miss Titcomb, president of the San Jose club, and Miss Shannon were there, and many other guests from nearby clubs.

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PR ospect 3940.

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Appointments for your convenience.

DRAMATIC SECTION THEATRE PART

Gertrude Tubbs, our theatre conductor, is planning a theatre party to see Walter Hampton in "Cyrano de Bergerac," at the Columbia Theatre Wednesday evening, March 30. The party is open to all members of the club. Tickets, 75c. Please get in touch with Gertrude Tubbs or Sylvia Kempton for reservations.

Sylvia Kempton, Chairman.

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362 Geary Street **SU tter 8538**

MAR 25 1932
SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 MARCH 26, 1932 No. 13

Weekly Program

March 28—Civic Section, 7:30 P. M.
March 29—DINNER, 6:15 P. M. 85 cents.
Western Women's Building.
Speaker: Major Edward M. Rosher.
Subject: "A World Necessity."
March 31—Choral Section, 6:45 P. M.
March 31—Thursday Open House, 8:00 P. M.

Hostesses

Anita Mayer — Marjorie Wilson
Edith Floyd — Marie Crandall
Elsie Maclaren — Adele Metzner
Allene Schuerbrock

Coming Events

CALIFORNIA
MAR 29

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

HAPPY EASTER!

A group of us were discussing the subject of Easter the other day in the club rooms, and the question was raised of how the date for Easter is determined. Thereupon, our Information Bureau spoke up and said: "Why, Easter is the first Sunday after the first full moon after the vernal equinox." Yes, dear reader, she said it just like that, as you or I would say: "Easter is the time of year when one craves a new hat." And upon further questioning she could tell us what the vernal equinox is, too.

All this aroused our ambition, and we set out in pursuit of knowledge, with the vain hope of some day astonishing said I. B. by our own erudition. Repairing straightway to our old but neglected friend, Miss Britannica, we learned further that the term "Easter" is derived from Eostre, the Anglo-Saxon goddess of spring. The date for the Easter festival was determined by the bishop of Alexandria, following the Council of Nicaea.

In modern times there has been some endeavor to have Easter fall on the same date every year, thus simplifying the yearly plans of schools and business firms. This was referred to the League of Nations. In 1928 the Easter act was passed in England, which, upon agreement of other nations, would fix Easter as the first Sunday after the second Saturday in April. This would give the bunnies a more definite warning of just what is to be expected of them, and when.

FOR OUR ENTERTAINMENT

An unusual program has been planned for our dinner meeting, next Tuesday, when Major Edward M. Rosher of the Esperanto International Auxiliary will speak on "A World Necessity." Major Rosher has just returned from Europe. He has made an intensive study of international affairs and will have something of real interest to tell us.

Further entertainment will be offered us by Esther Kohon, violinist, accompanied by Gladys Gordon Kohon.

Please make your reservations promptly with Mrs. Burlingame.

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EVENTS-IMPROMPT-I

Easter Sunday—March 27—off we venture across the briny deep, to dine en famille. If the children be few, fourteen or less, then to Holly Oaks, at Sausalito; if greater, then to Hotel Claremont. Price, in either locale, $1.25 for eats, plus 50 cents transportation and tip. Time, around 4; and rendezvous, the Ferry. Be you a-comin'? — then please advise immediately, as reservation must be made.

GERTRUDE D. TUBBS, Chairman.

MEMBERS AND PINCH HITTERS OF THE RECEPTION COMMITTEE

Will as many as can conveniently do so gather at the club rooms on Wednesday evening, March 30, at eight o'clock, to talk over plans for a special Thursday evening in April and in May?

BLANCHE I. NEWTON, Chairman.

THURSDAY EVENING, MARCH 17, 193

Yes, it was St. Patrick's Day, "believe it or not."

The committee was all dressed up with corsag sent in by two of our "modest maidens," but this case we are going to tell you their names, Irene Herlitz and Jessie McKinney.

Guests there were, and we wish you had all be there to share them with us:

Mrs. Elizabeth Wright, guest of Mrs. Lelle M Reynolds.

Mrs. Lillian McCune, guest of Rose Miller.

Mrs. Hazel Jacoby of the Equitable Life Insu ance Company, and Mrs. Ethel Freisinger, gue of Irene Herlitz.

Miss Verl Ingalls, of Haskins & Sells.

Miss Elizabeth Dutot.

There were with us several of our members who we have not seen for some time: Bessie Henderse Rosa Petersen, Almyra Duffey, and Jene Bishop.

We hope that you will all come again soon.

The Decorated Division, in military formatio served two large, luscious cakes adorned with harp pipes and everything, even to a WISH I HA MORE atmosphere, sent in to us by Irene Herli Hazel Ramon and One Modest Maiden.

And those doughnuts, delicious little triang minus the hole, baked and not fried, all daint sprinkled with powdered sugar, given to us Allene Schuerbrock.

Judging from the way they disappeared and t satisfied look upon the faces of the consumers, believe they need no other recommendation.

Special napkins, harps for our bridge scores, a appropriate paper ribbon to dress up our cake pla helped to create atmosphere.

Another Thursday Evening Open House has co and gone, and so, *Mañana!*

ONE OF THE COMMITTEE.

A WORD FROM MARGARET MARY

Last week we had a chat with Margaret Ma Morgan just as she was entering her office dom with a view to keeping a watchful eye on her v competent office assistants and to seeing that th observe St. Patrick's Day with fitting respect. S sends a word of thanks to the club members for th expressions of kindness and sympathy while was in the hospital. She says: "Tell them tha may have come back childless, but not friendless!"

EASTER SUNDAY

Many of the members are planning to attend sunrise Easter service at Mt. Davidson. Goverr Rolph and Mayor Rossi will conduct the ceremon at break of dawn on Easter morn, marking t formal laying of the corner-stone. It is planned raise a one hundred foot cross, costing $15,000, the crest of the city's highest hill. For some known reason the wooden crosses which have be erected each year are always burned down bef another Easter comes, and for this reason they ha planned to erect a permanent concrete cross.

POSITION WANTED

By Stanford woman, graduate of Munson's School for Private Secretaries; experienced as medical and commercial secretary, as credit and collection manager, and as organizer with men's and women's club groups.

Marie MacDonald Jensen,
PR ospect 3940.

CIVIC SECTION MEETING

A meeting of the Civic Section will be held on nday evening, March 28, at 7:30.

This will be the first meeting of the year, the pur- e being to organize the section, arrange for ure activities, and appoint a chairman and a retary for the present year. Much depends upon s meeting.

Those members who favor carrying on the work the section should make an effort to be present. riette Steinegger's suggestion, as set forth in annual report, will be presented for consid- tion.

The Civic Section has done good work in the past undoubtedly it has established a recognized ie as a club function, but it needs more enthusi- c and constant support if it is to continue. Club nbers are urgently requested to attend, especially se who are interested in this particular line of k and who feel that the Civic Section is neces- y for certain well-defined interests that may arise which may not enter into club activities through other channel.

Please note the date and try to be present.

SARAH A. McLAUGHLIN, Section Secretary.

CLUB NOTES

B. M. PIERCE

rene Brooks gave us a big surprise visit Thurs- . We had not seen her for about two years, as has been taking a real estate course in Berkeley.

lla M. Hemstead of the Burlingame Business and fessional Women's Club has recovered from a y serious eye operation. She was at Green's Eye spital for about two weeks, but has now returned Burlingame. Glad to hear the operation was so cessful.

t is a pleasure to know Minnie Getz is feeling y much better after having been indisposed for ie time.

ee Clements was toastmistress at the Traffic Club ual banquet last Thursday at the Hotel Mark pkins. Also in attendance at the affair were ed Charlotte McClelland, Ida Reed, Gertrude bbs, Marion Morris and Madge Radelfinger.

ou will be glad to know that Jean Kerrison's er, Mrs. McLain, is getting along very nicely er her recent operation. Mrs. McLain has visited quite often at club affairs.

A CORRECTION

Through an oversight, the article entitled Wealth," contributed by Rose Miller from *The tarian* of September, 1931, and printed in our ie of March 12, was inserted without due credit ng given to that magazine.

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to have RIBS . . .

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THE THEATRE PARTY

Our first theatre party,
Under our new regime,
The call sounds most enticing,
With "Grand Hotel" for theme.

What though the night was rainy!
Each one appeared on time,
The tickets found their owners,
Then up the stairs we climb.

With nod and smile to members,
We await the curtain's raise,
Which comes with Stygian darkness,—
The effect is to amaze.

Our eyes become like *x*-rays,
We see through rooms and soul;
Believe me, things were hectic,
When taken as a whole.

The acting, though, was flawless;
We thespians, thus, took note.
Did we have a pleasant evening?
The affirmative cast the vote.

To Sylvia Kempton, chairman,
Your party spells success;
While awaiting future "bookings,"
We here our thanks express.

A MEMBER.

DRAMATIC SECTION THEATRE PARTY

Gertrude Tubbs, our theatre conductor, is planning a theatre party to see Walter Hampden in "Cyrano de Bergerac," at the Columbia Theatre, Wednesday evening, March 30. The party is open to all members of the club. Tickets, 75c. Please get in touch with Gertrude Tubbs or Sylvia Kempton for reservations.

SYLVIA KEMPTON, Chairman.

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TO OUR CONTRIBUTORS!

We wish to remind you that it is necessary to have articles in the hands of the editor by Saturday morning for the issue of the following week. Please note new address and send your articles to Marion Morris, 2655 Polk Street, Apt. 204, San Francisco.

GEORGE WASHINGTON

When Mr. Harry L. Todd spoke on George Washington at our Tuesday dinner meeting, all who heard him must have felt a sincere thrill of pride. Mr. Todd is an authority on the life of George Washington. He gave briefly and interestingly a few of the highlights of the career of this remarkable man.

He stressed the point that "if ever there was need to return to the principles of Washington, it is now," when officials of the government are conferring with underworld leaders seeking to solve the crime "racket" of our day.

Washington was always the unanimous choice of the people for every post he held during the forty-nine years of his public life. He stands preeminently the reticent, cultured gentleman. He would have preferred to live his own life at Mount Vernon, but again and again he was called to serve his country.

Mr. Todd quoted expressions of admiration from leaders of the Old World as well as the New. That of Thackeray, the English novelist, seems to sum up all that was noble and inspiring in the life of our President—"Washington, the chief of a nation in arms; doing battle with distracted parties; calm in the midst of conspiracy; serene against the open foe before him and the darker enemies at his back; Washington, inspiring order and spirit into troops hungry and in rags, stung by ingratitude, but betraying no anger, and never so sublime as on that day when he laid down his victorious sword and sought his noble retirement—here indeed is a character to admire and revere, a life without a stain, a fame without a flaw."

GRAYCE DEMPSEY.

MEETING IN STOCKTON

Annual Presidents' Night of the Stockton C will be observed on Saturday, April 9, with a din at the Hotel Clark. All presidents in the North District are invited to attend, bringing as m club members as are able to come. State Presid Monte Bedwell will be there with a message for the members. The following day there will b regional meeting in Stockton, and special hotel ra are available for those who are able to remain Sunday. Please make reservations promptly w Mrs. Burlingame for the Saturday night dinne

NOTICE

Owing to special rehearsal of the Choral Sect the club rooms will be closed on Thursday eveni from 6:45 to 7:45, except to members of the Cho

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Frances Novick
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291 Geary, cor. Powell
Room 705
Phones
Office: DO UGLAS 633
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 APRIL 2, 1932 No. 14

CALIFORNIA ACADEMY OF SCIENCES LIBRARY APR 13 1932 RECEIVED

Weekly Program

Coming Events

April 5—DINNER, 6:15 P. M. 85c.
Western Women's Building.
BUSINESS MEETING.

April 7—Choral Section, 6:45 P. M.

April 7—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon	Clara Brown
Emma Gries	Adele Metzner
Sarah McLaughlin	Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

HURSDAY EVENING, MARCH 24, 1932

Who can help but enjoy serving such delicious freshments as have been sent in to tempt even our eting members who have graced our Thursday enings?

To two of our Jessies are we indebted this week: ssie Eckles for the chocolate combination and ssie McKinney for the snow-white mound, both of ich disappeared as by magic.

Easter eggs and paper napkins supplied atmosere of the season.

Ina Wallace dropped in with her cousin, Mrs. chelder of International Silver Company as her est, and with them came a most generous box of me-made fudge, which was more than appreci-ed—it was devoured. Miss Wallace tells us Mrs. chelder is a prospective member.

Dr. Fernald again favored us by having as her ests Miss Carter and Miss Callahan. Miss Calla-n goes soon to Wawona Hotel for the summer, t on her return hopes to become one of us. We e doing our best to convince Miss Carter that she ould not wait longer.

Mrs. Black, guest of "Gurty" Tubbs, confided in that she had a very pleasant game of cards, and didn't doubt it, knowing with whom she played. One of our newest members, Hazel Herndon, ade her first visit. She admitted "weak heart," t said from now on she wouldn't mind a bit.

None other than Helen Carter Walsh spent the ening with us. She has been visiting her mother, s. Leora Butler, during the Easter vacation, but returning to Stockton on Sunday. We hope she mes to see us again soon.

Miss Hazel Piltz and Miss Lucile Cooper were th us as guests of Emma Gries, and they with . Crockett were doing some pretty wild bidding bridge.

Miss Vera Ingalls of Haskins & Sells, who visited us last week, is a prospective member who came in for a few minutes to learn more about our club.

We had our Anagrams all ready, with a place reserved for Hazel Britton, and we were disappointed not to see her. Words literally fly around that table and we have several in mind who are becoming real experts.

Don't forget, suggestions are always in order.

THE RECEPTION COMMITTEE.

P. S.: Have just learned that the big night in May is to be on Thursday evening, the 12th, so mark that off on your calendar. More anon.

CONTRACT BRIDGE

As you all know, contract bridge is the game of the hour. The opportune time to improve your game is right now. We have the advantage of receiving constructive instruction of the Culbertson system under the efficient supervision of Jeannette McCurdy. Six lessons of one hour and a half each, at the nominal cost of two dollars, payable in advance, entitles you to the series.

Should you desire to join the next class, please enroll with either Mrs. Burlingame or the chairman.

BERTHA P. STALDER, Chairman.

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

HAVE YOU HEARD THE LATEST?

The Hudson Motor Company has built a special car to accommodate a dictating machine to be used while motoring. This dictating machine is built to fit into the cushions of the back seat and comes down between the arms used to divide the rear seat in some cars. Next they will have a built-in typewriter so the notes can be transcribed. Maybe some of these days we will be motoring stenos. *Progress never ceases.*

"CHEER UP," SAYS MRS. CATT

Mrs. Carrie Chapman Catt, noted feminist leader, recently sent this message to America, on the occasion of her seventy-third birthday:

"We may be having hard times," she said, "but they won't last forever. I have lived through other depressions just as bad as this. We'll come out of this one all right—just as we always have before. That will be when everybody works. There is nothing like work to make everyone happy. The end of the human race is certainly not yet."

CLUB NOTES

B. M. Pierce

Dr. Phillis Bourne and her husband spent Eas Sunday motoring up to Lokoya Lodge overlooki beautiful Napa Valley.

Ida Lord spent the last week-end with a frie viewing the frozen glory of the falls in Yosem Valley.

Ida Reed, Charlotte McClelland and Belle Ba drove down to the eleventh annual birthday din of the San Jose Business and Professional Wome Club, held last Monday evening at the Hotel S Claire.

Jessy Scott spent the Easter week-end visiti with friends in Sacramento.

Lydia Floan gave another one of her interesti Graphology talks at the Women's City Club din on Monday evening.

Those famous travelers, "Misses Glenn a Gada," came up from their retreat in Carmel a gave us a hurried call last week. They just dropp in to say "Hello."

Dr. Alice Goss is leaving the city about April to spend some time in the San Joaquin Valley.

Jean Kerrison and Edyth Wiltse are spending th week-end at the Farwell Cottage in Los Gatos wi that most lovable old lady, Mrs. Holman.

IN MEMORIAM

We are extremely sorry to have to report the su den passing on March 23 of Miss Zanette Potter, w at one time was a very active member of our club. S later joined the Oakland Business and Professio Women's Club and had much to do with the erecti of their club house. She was also vice-president the State Federation a few years ago. More recent she had been teaching music in the schools of Oa land, and was probably one of the best leaders th ever had for their community singing. We fe proud to have been associated with her. It was privilege to know her, and the memory of her wo well done will linger with us.

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Ever since Eve was made from ONE of Adam's ribs, there has been something intriguingly feminine about them. If yours have been lost under too much lily-white flesh, YOU need a foundation garment to draw in the diaphragm and tummy and raise the bust line.

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APRIL PROPHECIES

Deah—Deah, life doth over the brim. What with siness and diversions—Why Sleep? Just a loss time! Are you listening?

Sunday, April 3: We walk. Meet at the end of Union Street car line, also end of Geary D line, 10:30. We will look over the rehabilitation of Palace of Fine Arts—our souvenir of a Great position! Wander down the Marina and, eventuy, at Fisherman's Wharf, we'll chow! How's t appeal?

Week-end of April 9 and 10: Presidents' Night d Regional Meet at Stockton — AH! a glorious ne will be had by all.

Sunday, April 17: Picnic Day—a Real Event! tch the future announcements!

Sunday, April 24: A tramp through McLaren rk: Scenery galore, wild flowers, fresh air; dels later.

Week-end of April 30-May 1: Northern District thering at Clear Lake! What a May Day!

In the interim, if we can find the space, we are to ve a chummy evening out at the Academy of Scices under the guidance of our Mr. Grunsky. Note 's OURS—careful, Clotilde!

There you are—there's your pickin's—you takes ur choice!

GURTY.

AIR GIRLS!

Here's a brand new profession for women. The ited Air Lines are now carrying women stewardes aboard their planes traveling between Oakland d Salt Lake City. If you don't mind spending e time in the air—get air-minded.

BUSINESS WOMAN CONTEST
The Adventures of Adelaide

Have you heard of Adelaide Adams? Adelaide is a simple little country girl who comes to the big city from the town of Adobe, in an adjoining county, to shop. Mindful of the advice, admonitions, and adjurations of her adored mother, the adroit Adelaide avoids adversities and succeeds in administering to her needs and adorning her person by visiting the firms which offer adequate articles at advantageous prices. These firms, as all wise business women know, are those which merit adulation by advertising their admirable wares in THE BUSINESS WOMAN. In fact, every advertiser whose address is found in any of the last three issues of THE BUSINESS WOMAN, beginning with the issue of March 19, was visited by Adelaide, with admirable results. Without more ado, her mission adequately fulfilled, she bade the city adieu.

ADDENDA: Now, dear reader, it is YOUR mission to write of these advantageous adventures of Adelaide. Contributions will be judged on the basis of wit and ingenuity, and you should strive also for brevity. Remember that Adelaide visited every single advertiser, and each one should be mentioned by name. Prizes will be awarded to the winners.

Back numbers of THE BUSINESS WOMAN may be obtained, if necessary, from Mrs. Burlingame. Enter the contest today and send in your contribution promptly to any member of THE BUSINESS WOMAN staff.

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In this time of changing hemlines—how often do we find ourselves wishing we had the time to lengthen or perhaps shorten some skirt or dress in our wardrobe! You will be interested to learn that for One Dollar (circular skirt, $1.75) we offer this service.
Appointments for your convenience.

OUR OWN WHO'S WHO

Some years ago, a small girl of sixteen or seventeen stood at the counter of a country town stationery store, a nickel tightly clenched in one fist.

"I must see the general manager," was her only reply when the clerk attempted to supply her needs. And see him she did, demanding "as much typewriter paper as she could get for a nickel," and departing triumphant with enough to last for many weeks of practice in night school. For this little girl, by the name of Viola Hawke, had already discovered that it pays to deal with the head of the firm.

No wonder the general manager was impressed with her business acumen. He learned that she was working with a family for her board and room while studying bookkeeping and in the summer time she earned her tuition by cooking for the men in the harvest fields. When her business course was completed, he offered her a position as assistant bookkeeper, which quickly developed into a little of everything, from decorating windows to sweeping the floor and waiting on customers.

It was natural for Viola to drift into selling. She has a keen understanding of human nature and has always been able to keep the customer's point of view, perhaps remembering the days when, as a customer, she was faced with the problem of stretching a nickel to its utmost capacity. She has never studied salesmanship, considering it wiser to give one's leisure hours to some activity that differs widely from one's daily work. This she has found in photography.

There might be many good reasons for becoming interested in photography, but Viola's reason we think is somewhat unusual. She took it up as a remedy for a nervous breakdown. It all happened some years ago, when she first came to San Francisco, following a series of mishaps and misfortunes. The doctor advised that it was essential to stop worrying. Whereupon Viola sat down to think it out in her own way, and she decided to take, instead of pills or powders, an extension course in photography. The remedy worked, the ailment disappeared, and in the process of the cure Viola became an expert photographer. She has taken two prizes in our State Federation Contest, and her work shows artistic appreciation and a keen understanding of composition.

Through it all, Viola has been faithful to the stationery business. It gives her perhaps a certain satisfaction to see those stacks of paper, thousands upon thousands of sheets, and to supply them so lavishly to her many customers. And whether you have five cents to spend, or five dollars, she greets you with the same cheery smile, with the same sincere interest in your problems and pleasure in supplying your needs.

WHAT NEXT?

Coin-in-the-slot typewriters are now available in some Berlin writing rooms. Insert a coin and you can write about five hundred words.

NEW TELEPHONE NUMBERS

The Telephone Company seems to have been wo ing overtime lately, resulting in the follow changes in office numbers, for your roster: M Baker, SU tter 9042; Margaret Brandt, EX bro 6528; Anna Hunt, SU tter 0678; Nan Lawren DO uglas 1760; Ida Lord, EX brook 6528; Marga Mary Morgan, DO uglas 0551; Nell Palm OL ympic 5955; Mabel Pinger, EX brook 254 Henriette Steinegger, EX brook 7742.

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APR - 8 1932
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Vol. 9 APRIL 9, 1932 No. 15

CALIFORNIA ACADEMY OF SCIENCES
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Weekly Program

April 11—Book Section, 7:30 P. M.

April 12—Dramatic Section Theater Party, Columbia Theater.

April 14—Choral Section, 6:45 P. M.

April 14—Thursday Open House, 8:00 P. M.

Hostesses

Elma Baily — Eleanor Middlehoff
Betty Walton — Mildred Adams
Ruth Shaw — Adele Metzner
Allene Schuerbrock

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

ESPERANTO

Esperanto, a universal language conceived in the irit of brotherly love by a Polish scholar! Truly native of Poland, that small buffer state which s so long been a battleground for the lustful em- res surrounding it, might well have the wish to see men working together without animosity and thout the misunderstanding upon which animosity rives. A Utopian dream? Perhaps; nevertheless, peranto has survived the pioneer period and is w over forty years old.

Major Edward M. Rosher, who spoke before the ub on March 29, is an ardent disciple of Esperanto. student of this new medium of communication for urteen years, making practical use of it during s travels in many parts of the world, he is con- nced of its utility and necessity. Would war tred and the propaganda that feeds it be impossi- e if there were a universal language in use? Major sher thinks so. It is his firm belief that a uni- rsal language, easy to acquire, logical in its sim- icity, is the key to the mutual understanding of e nations of the world, and it is this understand- g which is so essential to universal peace.

Dr. Zamenhof, the founder of Esperanto, claims at the grammar may be learned in one hour and e language may be read almost at sight by a stu- nt of one of the Latin tongues. The root words re adopted according to their frequency in the ajority of the European languages. The endings e simple and there are no irregularities. Remem- r the midnight oil we used to burn over irregular rbs? Not in Esperanto! It is absolutely phonetic, phonious and easily understood. Its commercial lue can be readily grasped and the use of Esper- to Braille would make a much larger proportion the literature of the world available to the blind. The League of Nations and the Chambers of Commerce of London and Paris have used Esperanto. There is a chair of Esperanto at the University of Liverpool, and the University of California has added a course in Esperanto to its Extension Division. The Universal Esperanto Association has twenty-five hundred delegates and offices in all parts of the world, with an international magazine. The name Esperanto, chosen by its founder, means "one hoping." Perhaps some day the organization may change its name to a word meaning "one who has realized his dream."

We also had the pleasure Tuesday evening of listening to two violin numbers charmingly played by Miss Esther Kohon, accompanied by Mrs. Gladys Gordon Kohon. Many of our members will remember a musicale presented by Miss Esther Gordon in 1925 at our old club rooms at 575 Market Street. An enthusiastic speaker and two delightful musical numbers made the meeting last Tuesday well worth attending.

CONTRACT BRIDGE

The new contract bridge classes, under our efficient instructor in the Culbertson system, Jeannette McCurdy, are starting this Friday evening, April 8. The beginners' course will be at six-thirty and the advanced course at eight o'clock. The course consists of six lessons of one hour and a half each, at two dollars, payable in advance, for the course.

Anyone who has had the opportunity of Jeannette McCurdy's instruction can testify to her unusual ability of making clear and intelligible those intricate labyrinths of contract, which at first glance seem impenetrable. The course is not only instructive, but enjoyable as well. All who are interested are urged to enroll immediately with either Mrs. Burlingame or with the chairman, Bertha Stalder.

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EVENTS

Know you, we were going a-picnicking on the 17th, but said picnic has been given a shove-along until some fair day in June. Ah—be not downcast—we will go!

Another Event offers: Wednesday, April 20, we go forth to the Academy of Sciences, in Golden Gate Park, there to be guided about and feasted with information—this at the hands of Mr. Grunsky—Clotilde's Popper. Bus at end of Geary A car will deposit you right at the door. Arrive promptly at 7:30 p. m. A cup-la pleasant hours with a surprise—a big night for the price of ten cents carfare.

Please advise Mrs. Burlingame or your chairman if you will be among those present.

GERTRUDE D. TUBBS, Chairman.

CLUB NOTES

B. M. PIERCE

On the wave of "Depression," Mary Elmi Kelly has been swept out of the Paul Elder Libr and has landed for a few hours a day in the P Street Circulating Library that has recently mov from the Woman's City Club Building into the J Howell Book Shop. She hopes the club members w come in to see her.

Mae Barr Long has been laid up at home with attack of influenza.

A note from Carita Rogers says that Virgi Anderson, who has been ill for some time, is n permitted to see visitors.

Grace Sweney has sold the apartment house wh she was managing in Portland and returned to S Francisco for good. At present, however, she visiting with her sister at 507 Magnolia Aven Piedmont.

Rita Gerry made her first appearance in some ti at the club dinner last Tuesday. We were also g to see Helen O'Connor, who has not been out some time. Dr. Hamilton had Berrie Bellamy Paducah, Kentucky, as her guest. Daisy Prech brought a friend, and Margaret B. Moore had niece, Mrs. Crane, as her guest.

About twenty-five members are attending regional meeting of the Northern District at Sto ton, April 9. Most of them are driving up Saturd afternoon to attend the Presidents' Dinner at Hotel Clark, Saturday evening.

We had a surprise visit from Rose Mainprice t week. She hasn't been feeling so well lately, bu now much improved.

Esther Phillips, Assistant United States Distr Attorney, was one of the principal speakers at luncheon at the St. Francis Hotel last week, h under the direction of the San Francisco Cen Republican Women Voters. Charlotte McClella attended the dinner as the guest of Mrs. W. Hamilton, who acted as chairman of the meeting

Dr. J. C. Geiger of the San Francisco Health partment was a visitor in our club rooms this we also Mme. Stella Raymond Vought and her husba Leonard Faber. Mme. Vought brought with he distinguished violinist from Austria, Mr. Ed Liebfried, who has just returned from an enga ment in Shanghai.

Violet Neuenberg, who has had an office in Palace Hotel for some time, has now returned to old office at 111 Sutter Street, telephone EX br 3344.

Nora Blickfeld, our new chairman of the Ci Section, will be the speaker at the luncheon of Federation of Republican Women Voters to be h at the Women's City Club this week.

About fifteen—or was it a "lucky thirteen" attended the Events dinner at the Hotel Clarem in Berkeley last Sunday. It was just another one those Perfect Days.

F. L. HEIM & SON, INC.

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ALL ABOARD FOR THE BUSINESS WOMAN CONTEST!

Remember that REAL PRIZES are being offered the winners in our contest, the Adventures of elaide. You'll be surprised to see how the ideas l pop into your head, if you just sit down for a minutes and think it over.

magine that you were Adelaide, coming to San ncisco in search of a dress for yourself, a hat for ter Sue, a pair of shoes for brother, a corset to ke that dress fit well, a notary and a public sten- apher for that little business of Uncle Ned's, neone to do that little printing job in a tasteful , some nice quiet places for lunch and tea in ween times,—and just a little money to pay for ll!

t sounds like quite an undertaking, doesn't it? t turn to the ads in THE BUSINESS WOMAN and will soon see your way to writing a little ac- nt of Adelaide's difficulties and how she solved m in a clever way. See last week's issue for ther details, and try to mention every advertiser the three issues mentioned, and any additional s that you wish.

Some of our advertisers are offering surprises for winners in the contest, and, Dear Advertisers, contributions are gratefully accepted!

So join our contest before it is too late, and send r contribution promptly to any member of THE SINESS WOMAN staff.

DRAMATIC SECTION

Gertrude Tubbs has arranged a theater party for esday evening, April 12 (our next regular meet- night), to see Maude Adams and Otis Skinner "The Merchant of Venice" at the Columbia eater. The price will be $1.25 ($1.00 for ticket l 25c for Dramatic Section fund).

Mrs. Tubbs will also conduct a party to see "Let Divorce," at the Geary Theater, Saturday eve- g, April 16. Price 50c.

Reservations may be made with either Gertrude bbs or Sylvia Kempton.

SYLVIA KEMPTON, Chairman.

CHANGES FOR YOUR ROSTER

Clotilda Gabriele's telephone number is HE mlock 51, not Humboldt—our mistake.

Eleanore Lambertson is now living at 1150 Do- es Street, Apartment 3.

Marion Morris has moved to 2655 Polk Street, artment 204.

Meta Bolte Powers has moved to 1400 McAllister reet.

BOOK SECTION

The Book Section at its meeting on April 11 is to hear Miss Caroline Singleton of Berkeley review Emil Ludwig's "Heinrich Schliemann, Story of a Gold-Seeker." Schliemann may be considered the "Father of Archæology," and in this volume Ludwig has given a thrilling story of the man who "read Homer with the absolute faith of a child, and by this faith alone was able to find Troy and to bring to light the treasure of Mycenae."

Miss Singleton was for ten years associated with the Department of French at the University of California. She contributed a paper for the Book Section on "Modern French Novelists" about a year ago. We feel sure she will give us a most interesting evening, and we hope there will be a fine attendance to honor her.

HENRI NAPIER CARMER, Chairman.

GIRLS

Come to **Anita K. Mayer**, 362 Geary Street, for figures that must have their faults remedied and their good points brought out. Then you can wear your clothes with a 100 per cent success.

ANITA K. MAYER CORSET SHOP
362 Geary Street **SU tter 8538**

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The Gregg Publishing Company
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Member Federal Reserve System
Bank of America National Trust & Savings Association, *a National Bank* and Bank of America, *a California State Bank* are identical in ownership and management 410 offices in 243 California communities

JOT THIS DOWN ON YOUR CALENDAR

SPELLING MATCH
April 21, 1932
At the Club Rooms

KRAZY KOSTUME PARTY
May 12, 1932
At the P. G. & E. Auditorium

Spelling and costumes optional
Guests are most cordially invited

T E R C P I N C M I T E
H E E T O O M T E

OPEN HOUSE

A very happy crowd of members and guests gathered at the club rooms on Thursday evening last to enjoy the usual games of bridge, Michigan, etc. A new game was introduced which proved to be quite an attraction and the indications are that it will be popular. There was another group who neither played nor sang, but seemed to have a merry time nevertheless.

In addition to the above, Anita Mayer, assisted by her capable committee and the Choral disguised as darkies, sang a number of Southern plantation songs, and one of our talented members gave us a couple of readings in true darky style.

We are indebted to Jene Bishop and Bertha Dale for the delicious cakes that were served and to Edith Floyd for a generous lot of special cookies that the colored chef brandished around for a while but finally allowed us to enjoy.

Amongst our visitors we noted guests of Daisy Denis—Mrs. Ogilvie, Miss C. Redwin and Miss M. Gianella. Edith Floyd brought friends, Miss Helen Meilke and Mrs. Daisy Busey. Another friend of the club, Miss Elizabeth Reed, and our own Nell Palmer lent their presence and smiles, as well as Mrs. Maclaren, the mother of one of our Choral members. Then with cheery good-byes and good nights, another pleasant evening was added to those gone before.

M. C. Brown.

AN ACQUISITION

Business is good with The Business Woman. You may have observed a profit of one whole dollar in our statement for March. And so we are completing our staff by acquiring a real Business Manager in the person of Nancy Harl Jordan.

Our new business manager joined our club from Colusa some time ago. For seven years she had charge of the bookkeeping and handling of mail order business in the Colusa postoffice. If anyone is capable of undertaking to keep the editor's feet on solid ground and her affairs in business-like shape, she is the one to do it, and we feel very fortunate in having her on The Business Woman staff.

THE REMODEL SHOP
Howard Building
Suite 522-523 209 POST ST.
Tel. SU tter 4273
That favorite dress you have discarded because it is no longer stylish — that coat or ensemble that is too short and hopelessly old-fashioned . . . forgotten because it isn't just right, or that new gown you hesitate to decide upon . . . it's just a wee bit large or small . . . Bring them all to us . . . and you will be surprised and delighted by the original service we offer and at such a low cost. Appointment at your convenience.

THE SEVEN-BRANCH CANDLESTIC

Like priestess performing a sacred rite,
Stood Mrs. Carmer, our chairman, on Monday nig

The seven-branch candlestick's story she told,
While folk-lore, tradition, and history unfold.

We're facing the table where the candlestick sta
With seven (green) candles, as the story comma

Its scroll work spoke trees with branches for sha
Two lions we saw and two stars interlaid.

Each candle in turn sheds its soft, mellow rays,
To signify goodness or deep thoughts of praise.

Applause breaks the silence,—the story's been t
"Menorah," what a wealth of tradition you ho

Symbolic it was, the lights growing dim;
A "swan song" we hear, like the last closing hy

Mrs. Carmer is saying her term is to close,
And our new leader we now should disclose.

Her years with this section have been years of j
Her wish,—to allow someone else to enjoy.

Who'll be her successor? At each one we stare,
And wonder who'll fill the club's vacant chair.

A Membe

APARTMENTS
Sunny, well furnished, two rooms and bath. Elevator, refrigeration, walking distance of business center. $35 to $45. Phone HE mlock 6555, or call at 340 Grove Street.

Office: St. Paul Bldg.
291 Geary, cor. Powell
Room 705

Phones
Office: DO uglas 633
Residence: Olympic 416

RAE MORROW, Opt. D.
Eyes Examined - Glasses Made
Office Hours: 9 to 12:30,
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Adjoining Hotel St. Francis
A DISTINGUISHED RESTAURANT
Good, but not too expensive
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Ann Kuh
Frances Novick
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Hours 9 a. m. to 6 p. m.

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Graduate Swedish Masseuses
Anna Erickson
Eleonore Swenson
409 Galen Buildi
391 Sutter Str
San Francisc

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 9 APRIL 16, 1932 No. 16

APR 15 1932
SPECIAL COLLECTIO

Weekly Program

April 18—International Section, 7:30 P. M.

April 19—DINNER, 6:15 P. M. 85 cents.
Western Women's Building.
Speaker: Mr. James Samuel Knox.
Subject: "The Human Element in Business."

April 21—Choral Section, 6:45 P. M.

April 21—Thursday Open House, 8:00 P. M.

Hostesses

Frances Eagan	Minna Brown
Virginia Merrill	Adele Metzner
Daisy Denis	Allene Schuerbrock

Coming Events

CALIFORNIA ACADEMY OF SCIENCES
MAY 10 1932
RECEIVED

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

An Innovation

An unusually interesting speaker has been secured by our program chairman for our dinner meeting next Tuesday. He is Mr. James Samuel Knox, a nationally known authority on personality and salesmanship, who will speak on "The Human Element in Business."

Mr. Knox is president of a school of salesmanship in Chicago. He has been giving lectures at the University of Southern California and before many large business firms throughout the country.

"Selling," says Mr. Knox, "in one form or another is such a vital part of practically everyone's life just now that it is worth everyone's while to learn all he or she can about it." He has given special study to human nature and personality building and is the author of a number of books pertaining to salesmanship.

It is through Frances Effinger Raymond that we have had the good fortune of securing Mr. Knox to speak before our club. Knowing that his message will be of particular interest to all business women, we are inviting the League of Business and Professional Women, the Soroptomist Club, and the Women's Traffic Club to join us at our Tuesday dinner and program. We shall all enjoy acting as hostesses to our sister clubs. A large and enthusiastic meeting is expected, and you are urged to make reservations promptly with Mrs. Burlingame.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
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Honorary President, Lillian Palmer

DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

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Finance.....Bertha J. Dale
House.....Nettie Smith
Membership.....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blickfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

EVENTS AND DRAMATIX

Have you made your date with us for Wednesday night next? Mrs. Burlingame and your chairman are waiting for you. It will be a big night — the Academy of Sciences will be ours, with Mr. Grunsky as our guide and host. Ride to the end of the Geary A line, take a transfer to the bus, which will deposit you right at the door. Be there promptly—at 7:30. No cost—all required is your declaration of intention to be present!

Next: A dramatic-Impromptu-I. Sunday afternoon, April 17, we will go to the Alcazar and enjoy Charlotte Greenwood in "The Alarm Clock." Price, 75 cents. Reservations with either Sylvia Kempton or Gertrude Tubbs.

GERTRUDE D. TUBBS, Events Chairman.

SPELLING
"GASTROCEPHALITIS"
is going to be easy
for some folks
Come and take your turn
or
just look on
at the Club Rooms
APRIL 21

aLL foLks Is cRazY sOMe
Of The tImE — soMe iS
crAzY all oF tHE tImE—
bUt aLL of uS is gOInG
to Be kRazY aLL of tHe
tIMe oN

thursday evening
MAY 12
at the P. G. & E. AUDITORIUM
245 Market Street

Guests most welcome
Costumes optional

THE RECEPTION COMMITTEE

HINTS FOR AUTHORS

(Contributed by ETHEL MAXWELL)

We have learned what our fiction needs—excit ment, adventure, and humor in order to make interesting and suspenseful.

The teacher of a seventh-grade class asked l twelve-year-old students to list some of their favor books, classify them, and tell why they liked the Some of the opinions impressed us as good litera criticism:

"*Treasure House,* by Knipe. I liked this bo because it was inciting and suspenseful."

"*Laddie,* romantic novel by Gene Porter. I l it because, although it was a mystery story th were many incidents which did not pertain to t subject."

"*Trail of the Spanish Horse,* Schultz. I lik this story because it was about Indians. It also w very exiting."

"*Believe It or Not,* Ripley. Humorous bo amazing and interesting."

"*Peter Pan,* Barry. Exciting; things happe unexpectedly in this story and play."

"*Arabian Nights.* Exciting and mistect."

"*An Old Fashioned Girl,* Alcott. I liked this bo because it expressed some of the common girl fancies about clothes and gives the lesson 'Clot do not make the man.'"

"*Sixes and Sevens,* by O. Henry. I like this bo because of the short chariter skeces and the wi variety of stories."

"*Little Colonel* Series. I liked this series beca they hold your interest to the very last page."

"*Oliver Twist.* The adventures of Oliver Tw are very exiting."

"*Smoky,* by Will James. A very exciting sto about a horse."

"*Wolf Trail,* by Baker. Exciting and humorous

CLUB NOTES

B. M. PIERCE

Marie Whaley of the *Sunset Magazine*, who has n living in San Francisco for some time past, is y in Alameda, having moved there for the benefit ner mother's health.

Callie Bachich motored up to Lake County over week-end to visit her brother.

Mildred Adams is entertaining her cousin, Mrs. wn, from Bangor, Maine.

Our club has received two lovely pictures—''Bee- ven'' and the ''Barragatto,'' that lovely court Florence, Italy. Dr. Goss brought these pictures k with her from her latest trip to Europe and them sent to the club rooms just before she left ner trip to Livingston, California. We feel very teful to Dr. Goss for her generosity and thought- ness of us.

We wish to gratefully acknowledge receipt of two books for our library, the ''Life of Emerson,'' Brooks, and ''My Garden of Memories,'' by te Douglas Wiggin.

While we are going to miss Mrs. Henri Napier mer very much, we are pleased to learn that ra Brown is to be the new chairman of the Book tion.

Bertha Dale spent Monday and Tuesday looking er P. G. and E. interests around Stockton and Iesto.

WOULD YOU LIKE

a spring HAT from The ''Greb-bie'' Shop?

a box of FLOWERS from Francis Floral?

a bottle of that FRENCH DRESSING that kes the salad, from Mary Eleanor?

All these prizes are offered to the winners in THE SINESS WOMAN ''Adventures of Adelaide'' con- . It's easy to win a prize. Just drop in to see e of our advertisers, if you don't already know r shops. They'll be glad to let you look around nout buying anything, just to see what they have. l then you'll find it easy to write that little ount of Adelaide's shopping tour and how she nd the various things that she needed.

No literary ability is needed, the only requirement ng that you give the names of the advertisers. It y be in verse or prose, in English or Arabic, illus- ed or not. You may go into detail, or you may ply say, ''She got her shoes at Rae Morrow's, her glasses at the Bank of America''—well, t's not exactly right, but you mustn't expect us lo it for you, you know. Just try it for yourself, surprise your friends by winning a prize! For ther details see our two previous issues, and don't ay, for the time is flying!

PUBLIC SCHOOLS WEEK

Beginning April 25 will mark the thirteenth an- l observation of Public Schools Week, and Mrs. nie Little Barry, president of the State Federated b Women, has sent out letters urging club nen to know the schools better, stressing the fact t education knows no age limit.

CIVIC SECTION

The organization meeting of the Civic Section was held in the club rooms on Monday, March 28. The chairman, Miss Henriette Steinegger, presided. The work for the year was discussed with much interest and enthusiasm and plans were made for an interesting and instructive program for the coming months.

Miss Nora Blickfeldt, a new and enthusiastic young member, was unanimously elected chairman. The topic for the April meeting is not definitely settled, but it will probably be something important to us all in the coming election.

Announcement will be made later. Watch THE BUSINESS WOMAN and remember the date is April 25.

SARAH A. MCLAUGHLIN, Section Secretary.

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MARY ELEANOR'S

take home a bottle of their

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"Heavens, no. REMODEL SHOP, made over from couple of old ones. You'd be surprised how little costs. Call SUtter 4273. They make darling esses of your own material,—and
Economy is the fashion!"

THE SOCIAL HOUR

The popularity of the Thursday evening gathering was again demonstrated by the genial crowd that attended on April 7. Many came to play their favorite card game, some came to chat and visit; but, whatever the attraction, each one enjoyed the evening in her own way, and all went home happy.

Lydia Johnson was welcomed as an unusual visitor. She brought a guest, Edith Comstock. Here's hoping they both come soon again. Two other visitors were noted who do not come often, Josephine Weed and Hazel Britton. Mildred Adams brought her cousin, Mrs. Brown, a visitor from Patten, Maine. We hope she received a good impression of us Californians. Marie Judge had as a guest Mrs. Wieck, who plans to visit us again. Another notable visitor was a real man, Josephine Fernald's son, who joined his mother and two other members in a game of cards. We hope all our visitors liked us well enough to come again.

Among the "drop-ins" who looked benignantly over the group were Nell Palmer, Z. Clements and Gertrude Tubbs.

If anyone doubts the modern business woman's efficiency in the culinary art, she should partake of a cake made by Emma Gries,—light, dainty, and tempting one to take just one more piece. The Modest Maiden made her usual contribution of delicious coffee cake.

Ida Grebinar was the first of the pinch hitters who was called for emergency duty and, like the minute men of Concord, she responded with alacrity.

THE GREATEST NEED OF THE BUSINESS WOMAN

(From *Now and Then,* August, 1920.)

In the first place, why lay such stress on THE BUSINESS WOMAN as though she were some strange new animal evolved out of the chaos of the world; some freaky grub, changed, by a reversal of nature's laws, back from a beautiful butterfly? A business woman is, after all, only a woman, and back of that only a human being with the paramount desire of every other human being—the desire for happiness.

What does she call happiness? That is the great question, and it will vary just as it does with other human beings. There is only one sure thing: this is a commercial world and happiness is not a state; it is a commodity, a commodity with a price, to be bought as everything else must be bought. More than that, it must be bought each day afresh, for today's happiness isn't yesterday's or tomorrow's—not by a long sight. "He only earns his freedom and existence who daily conquers it anew," is what Faust found out, and the same is true today.

If this getting of happiness is a business the same laws govern it that govern other business transactions. First, one must love the job. No salesman ever succeeded with a grouch. If the business woman, or man either, for that matter, enters the field with the attitude that she is not having a fair deal, then she won't give a fair deal and she won't last long. The business world is not for the business woman a great, rough handicap; it is an opening opportunity. What will she make it? That is entirely up to her.

L. Palmer.

TWELVE THINGS TO REMEMBER

(Contributed by Mary Baker)

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The power of kindness.
7. The influence of example.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

Marshall Fiel

"OLD MAIDS"

And now we hear that the British working g are putting their savings into "Old Maid" in ance, as young women greatly outnumber the yo men in Great Britain. When they take out t policies, they admit their hope of ever marryin given up and the insurance is to take care of t old age requirements. Perhaps it isn't such a idea at that.

NEW ADDRESS

Lillian Van Laanen Calkins has moved f her Washington Street apartment to 645 Stock Street, Apartment 803. Telephone DO uglas 8 Please note new address.

Ann Kuh
Frances Novick
Phone SU tter 3040

"FRANC-ANN"
Dress Studio
Chancellor Hotel, Suite 152-153
433 Powell Street
$10.95 and $14.75 exclusively
Evenings by appointment
Hours 9 a. m. to 6 p. m.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 9 APRIL 23, 1932 No. 17

Weekly Program

April 25—Civic Section, 8:00 P. M.

April 27—Dramatic Section, 7:30 P. M.

April 28—Choral Section, 6:45 P. M.

April 28—Thursday Open House, 8:00 P. M.

Hostesses

Elsie Monte	Nora Blichfeldt
Grayce Dempsey	Adele Metzner
Irene Herlitz	Allene Schuerbrock

Coming Events

CALIFORNIA LIBRARY MAY 10 1932 RECEIVED ACADEMY OF SCIENCES

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

International—Third Monday, 7:30

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

WOULD YOU?

(With apologies to F. P. A.)

The heiress has her motor car,
Her country and her town estate;
Each year she travels near and far
And jeers at fate.

She frivols through the livelong day;
At night she wears an ermine wrap;
Her lot seems light, her heart seems gay;
She has a snap!

Yet though I wear my last year's fur,
Though I must slave for livelihood—
Think you that I would change with her?
You bet I would!

REMEMBER ADELAIDE!

Poor little Adelaide Adams is beginning to feel ch neglected, and she hopes that more members l take an interest in her plight and solve her pping difficulties.

Remember, the time is growing short, and you uld try to have your contribution in within the xt week, if possible. Some delightful prizes are ng offered, and you have an excellent chance of nning one. Do it in your own way, the only re-irement being that you write a short account of elaide's excursions about the city, bringing into ir story the names of our different advertisers. literary ability is needed, and you'll be sur-sed how quickly it can be done and how easy it to win a prize, if you just give it a little thought. Refer to previous issues of THE BUSINESS OMAN for further details, or phone to any mem-of the staff, who will gladly give you the neces-y information. A list of advertisers will be sent i, if desired. So please send in your contribution mptly, before it is too late.

CIVIC SECTION

Discussion of legislative measures on the May primary ballot will be held by the civic section on Monday, April 25, at eight p. m., in accordance with the policy outlined at our recent business meeting.

Lewis F. Byington, president of the Public Utilities Commission, will discuss the Hetch Hetchy bond issue. Assemblyman Robert L. Patterson of Kern County, chairman of the Ways and Means Committee of the 1931 legislature, will explain the merits of the Sharkey oil stabilization act. Our attorney member, Henriette Steinegger, will present the opposition. Assemblyman Melvyn I. Cronin of San Francisco will explain the measure on leasing of state-owned tide or beach land for mineral or oil production.

Every member is urged to hear these outstanding speakers present clear explanations of the measures upon which we are to vote in May. In this connection, your chairman wishes again to call attention to the statement of Ida Lord at the time of the formation of our civic section in 1926, that this section was formed "for the purpose of stimulating interest in civic affairs. May it prove a channel also for obtaining such knowledge as will make us not only better club members, but more intelligent citizens of our city, state, and nation."

NORA BLICHFELDT, Chairman.

INTERNATIONAL SECTION

On Monday, April 18, the international section held its final meeting of the year. Dr. Kaun completed his series of talks on "Russia."

Members of the section agreed that the meetings that have been held this year have been unusually instructive and enjoyable, due to the thoughtful efforts of Jeannette Doub as chairman of the section.

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Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Rose D. Miller
Honorary President, Lillian Palmer

DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
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International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

BOOK SECTION

The book section is congratulating itself upon its new chairman, Clara Brown, who will carry on the work that has been so ably done by Henri Napier Carmer for several years. As a teacher of English at Galileo High School, and a person of delightful personality, the new chairman is particularly well qualified for the task of directing the activities of the book section for the coming year.

She is taking over her new duties with interest and enthusiasm, and we are looking forward to many enjoyable meetings in which we may exchange ideas on literary topics and add to our knowledge of books both new and old.

KRAZY KOSTUME PARTY
MAY 12
8:00 P. M.

THE BIG PARADE
moves toward the
P. G. & E. AUDITORIUM
We promise you much fun. Come and laugh and be crazy with us

ALL GUESTS:
Father—Mother—Husband—Or: most welcome

COSTUMES OPTIONAL

The Reception Committee

OPEN HOUSE

It seems the Thursday nighters are becomi "game conscious," or at least succumbing to lure of our new games, anagrams, po-ke-no, etc though, of course, bridge still holds its own. other happy evening was enjoyed by all those w were able to attend.

We are indebted to Gertrude Wise for the d cious cup cakes she made for us and to Mabel Pin for her very own delicious layer cake.

Gloria and Sunny cheered us by their hap smiles, and Blanche Newton and her ever-watch crew of helpers, assisted by "Pinch Hitter" L Thompson, did their bit toward endeavoring make these evenings something to which we all lo forward.

B. W.

DRAMATIC SECTION
REGULAR MEETING

The date of our next regular meeting is Tuesd evening, April 26. However, on that evening Grand Duchess Marie will give a lecture at Women's City Club, which several of our membe are planning to attend. We are, therefore, calli the dramatic section meeting for WEDNESDA EVENING, APRIL 27. Members are urged to tend as we must discuss several matters of inter to the section. If time permits, we shall read or two short plays.

THEATER PARTIES

Monday, May 2, Columbia Theater — Earl C roll's Vanities. Price, $1.00.

Reservations may be made with either Gertru Tubbs or Sylvia Kempton.

"Green Pastures" is coming to the Columbia middle of May, but no date has yet been set fo theater party. However, it will be appreciated members will advise Mrs. Tubbs or Miss Kempt whether they want tickets in order that arran ments may be made for seats.

SYLVIA KEMPTON, Chairman.

EVENTS

Here 'tis again—SPRING! Wild flowers, snap breezes, the urge to get up and out! Sunday, Ap 24—meet at the Examiner Building, Market a Third, at 9:45 A. M. Buy a pass—20c—sure to it up. We're off for McLaren Park. A great walk a bit hilly, but not so long, and repaid by exhila tion, scenery and companionship. And then— other trolley and we land at Fleishhacker—ready the Big Eats! After that—who can tell? Cum wiff

THE EVENTERS.

CLUB NOTES

B. M. Pierce

Annie Little Barry, president of the California leration of Women's Clubs, is working hard to re the 1933 State convention held in San Fran-co. The 1932 convention is being held in our ter city, Los Angeles.

Miss Helen Ward of the Salinas Business and ofessional Women's Club invited our Ida Reed give a talk on Saturday, the 16th, at the voca-nal conference meeting held at Asilomar for the h school and junior college students. Her subject s "Photography as a Business and a Hobby." are sure they enjoyed her instructive and witty k. Jessie Eckles accompanied Ida on the trip.

Mrs. Edward Dexter Knight was toastmistress at People's Assembly luncheon held Thursday at Western Women's Club. Zee Clements was one the speakers.

Mildred Adams has been laid up with a very bad l and sore throat and was unable to be on duty irsday evening.

Some of our talented members have been giving harm" talks at the Mission Center of the W. C. A. at Twenty-fifth and Folsom Streets. se are given on Wednesday evenings for a small Mrs. W. B. Hamilton gave her most delightful k this week on the "Charm of Travel." Dr. elaide Brown will speak next week on the harm of Health."

We understand Mrs. Henri Napier Carmer is now ing up some special work at the university l her telephone number has been changed to hberry 6072.

Carrie W. Davis favored us with a visit on Thurs- evening and brought with her Miss Imogene tchinson, who formerly was head of the bridge tion of the Women's City Club.

Miss Carolyn Weber and Mrs. McClancy of the ffic Club dropped in and seemed to be enjoying t game of "keeno." Miss Tucker, who was merly at Palm Beach, Florida, and often a visitor the Business and Professional Women's Club re with her sister, came in to look us over. Here a prospect for the membership committee. She n business here and intends to join a club.

ANOTHER ROBBERY

As Betty Walton and Viola Hawkes were coming ne from a show last week, they were suddenly l up by two men coming down the steep hill at ifornia and Taylor Streets. They turned a strong tlight from their machine on the girls, kept their ine running, and ran out, striking Viola a blow the chest and cutting her mesh bag from her st. Betty screamed and ran up the street for p. Luckily there was not much money in the se, but Viola was so stunned from the blow and ght that she was unable to go to work for three rs. The spotlight blinded them so that they were able to get the car number.

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"Heavens, no. REMODEL SHOP, made over from couple of old ones. You'd be surprised how little costs. Call SU tter 4273. They make darling resses of your own material,—and
Economy is the fashion!"

Hear Ye!

On Wednesday evening,
May 25, 1932

we are going to have a

BRIDGE PARTY

in the

Roof Garden of the Whitcomb Hotel

Please mark this date down on your calendar.
Particulars later.

Isabelle E. Banz, *Chairman*

"VANITIES"

The Earl Carroll "Vanities," which is coming to the Columbia Theater Monday night, will furnish something unusual for San Francisco audiences. This lavish New York revue is composed of sixty scenes, and it has twenty principals and fifty-six dancing girls.

The principals are the same who appeared in the New York production at the New Amsterdam Theater, and one wonders a bit just how the manager manages to keep all twenty satisfied and to see that no one is slighted. At any rate, our dramatic section is attending the opening night, and they will be able to tell us all about it.

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NORTHERN DISTRICT REGIONAL MEETING

Eighteen of our members and three members of the Traffic Club motored to Stockton for the regional meeting of April 9 and 10. Dinner was called for 7 P. M. and it was a joyful group that gathered in the lounge of the Hotel Clark. Our former member, Josephine Hogan, was one of the hostesses.

The dining room was beautifully decorated with spring flowers even to the bridal wreaths which were draped over the chandeliers. E. Jane Fry, president of the Stockton Club, welcomed us warmly, and a very delightful program of music and other features followed, among the most interesting being the revue put on by the Lodi Club, including the wedding of the china doll and wooden soldier.

Monte Bedwell, State Federation president, spoke on "Future Presidents," saying that the perfect president should combine the talents of Aimee McPherson, Mussolini, Andrew Mellon and other high lights. Mabel Gregson, president of the Northern District, spoke of the work that is being accomplished through the regional meetings. Short addresses were made by other state and district officers, among whom were Anna Boynton, Marie Green and our own Ida Reed; Z. Clements spoke of the little cacti that graced the tables, and went on to say that "we need a little more spine or backbone. We are discouraged on every hand, but all we have to do is to remember that those who survive the fires of adversity have something in them—that is the way nature tries out humanity and produces the leaders of men." Ada Brace gave a little talk on her FIVE loves — California, Ida Reed, San Francisco Business and Professional Women's Club, the State Federation, and white elephants. The very delightful evening finally ended with the closing song, "Good Night, Dear Friends, Goodnight."

The meeting Sunday took place on board the S. S. *Port of Stockton*. The round table discussion was presided over by Lilian Elias. Community singing was led by Gertrude Tubbs, assisted by Elaine West. The Stockton Club presented "Gems from Gypsyland" in costume. Mr. O. H. Ritter, speaker of the day, gave a very interesting travelogue on China. We left the good ship *Port of Stockton* about 3 P. M., after unanimously declaring that the Stockton "gals" were perfect hostesses and gave us such a good time that we hope they will invite us again. L. M. Good.

OH, THOSE BACHELORS!

My! My! Dr. Lillian M. Gilbreth, president of the National Association of B. & P. W. Clubs, is in charge of the investigation of wealthy bachelors who are holding, as a pastime, positions which might be given to women with dependents. The presidents of business women's groups in forty-six states have been asked to report to her all instances they can find where there is such discrimination. Being leap year, it sounds something like a War on Wealthy Bachelors.

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MYSTERY

We have received a cryptic message which, a careful examination, our special detective info us is undoubtedly from some member of the ch section. Sleuths are engaged in trying to decip it, but it may be several weeks before the full port of the strange hieroglyphics can be revea

Latest reports indicate that in some occult the Orient appears to be involved in the mat Cables to Shanghai, Tokio, and Singapore, howe have been so far without results. This is perh due to the fact that our official cable writer is sa deficient in the Chinese and Japanese langua She is at present at work on the study of a Chin rug, in the hope of incorporating some of the s bols thereon depicted in her next message, t making it more intelligible to the wily Oriental

In the meantime, rumor runs rife. In fact runs rifer than it has for a very long time, and must admit that is saying quite a lot in a club four hundred members. One report has it that J Kerrison, disguised at Mahatma Gandhi, attemp to invade the sacred precincts of our club ro during choral practice last Thursday, but was tected by Grace Staub and put under guard Merrill Hall until her release by two Thurs night hostesses, Minna Brown and Frances Eag In recognition of their services, Jean immedia donated her costume for use by the reception c mittee's Krazy Kostume party, and announced intention of taking a speedy departure for Redwood Highway, for rest and recuperation.

With it all, the mystery deepens, and as the d go by we are met on all sides with the questi "Just WHAT is the choral going to do?"

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

9 APRIL 30, 1932 No. 18

SPECIAL COLLECTIONS

Weekly Program

May 3—DINNER, 6:15 P. M., 85c.
Western Women's Building.
Business Meeting.

May 5—Choral Section, 6:45 P. M.

May 5—Thursday Open House, 8:00 P. M.

Hostesses

Mary Fennig	Rae Morrow
Isabelle Banz	Adele Metzner
Hazeldean Mitchell	Allene Schuerbrock

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY MAY 10 1932 RECEIVED

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

CARD PARTY

Wednesday evening, May 25, 1932—be a booster and bring your friends. Get your tickets from any of the committee, who are—

Bertha Dale
Mary Baker
Belle McDonald
Jessie McKinney
Nell Boardman
Jean Kerrison
Bertha Pierce
Nettie Smith
Lydia Floan
Margaret Girdner
Ida Lord
Mary Menary
Emma Gries
Lilian Elias
Hazeldean Mitchell
Daisy S. Denis
Jeannette McCurdy
Sylvia Kempton
Josephine Rudasill
May Riley

Mrs. Burlingame

ISABELLE E. BANZ, Chairman.

WOMAN SUFFRAGE

his being convention year, it is interesting to back to the days when women were barred n taking part in political activities. As far back 880, the National Woman Suffrage Association vened in Farwell Hall, Chicago, and cast long- eyes at the Republican convention being held hat time, at which James A. Garfield was nomi- ed for the presidency. The women chose this ting place in the hopes of influencing the dele- es to favor woman suffrage. It is easy to imagine manner in which their activities were regarded the privileged sex.

DRAMATIC SECTION THEATER PARTIES

Monday, May 2, Columbia Theater—Earl Carroll's "Vanities." Price, $1.00.

Wednesday, May 4, Geary Theater—Ian Keith in "The Copperhead." Price, 50c.

Wednesday, May 18, Columbia Theater—"Green Pastures"—the outstanding play of the past season. Price, $1.00.

Reservations may be made with Gertrude D. Tubbs or Sylvia Kempton.

SYLVIA KEMPTON, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor .....Marion Morris
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
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Second Vice-President.....Isabelle E. Banz
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Finance.....Bertha J. Dale
House .....Nettie Smith
Membership .....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
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CHAIRMEN OF COMMITTEES AND SECTIONS

Book .....Clara Brown
Choral .....Mae Barr Long
Civic .....Nora Blichfeldt
Dramatic .....Sylvia Kempton
Events.....Gertrude D. Tubbs
International .....Jeannette Doub
Historian .....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine .....Matilda Schimpf

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AN EVENT—IF . . .

twenty-five are interested in the Mountain Play to be given on Mt. Tamalpais on Sunday, May 22—we'll go! Therefore, if so, say so—right away! We can participate in a popular annual festivity for the price of $2.85. In a comfy Grey Line bus we'll start from our club, motor right to the very gateway of the theater—no walking; enjoy a tasty luncheon (which each will bring) and then, in nature's amphitheater, witness the old Scotch story of Rob Roy. Does that intrigue you? Your reservation now—with check. One bus only. Our secretary or your chairman awaits your pleasure.

GERTRUDE D. TUBBS, Chairman.

NORTHERN DISTRICT MEETING

Here's to the day, when it is May,
And our hearts are as light as a feather,
When your club girls and our club girls
Will go to Clear Lake together.
Clear Lake Lodge from Saturday on
Is the lodge of No Man's Land.
Colusa and Willows in one accord
Will put forth a real glad hand.
The price is so cheap, four-fifty per head,
Or one dollar just for lunch!
There's boating and swimming, kodaking and s
ing,
And fun for each one of the bunch.
Now if you can come, want your name in the po
Phone to your club rooms today.
Arrange to start as soon as you can
And you'll have a good time all the way.
(Who will be queen of the May?)
Dinner, 6:30, Saturday, April 30.
Lunch, 12:30, Sunday, May 1.

THURSDAY EVENING, APRIL 21

Teacher Tubbs, dressed splendidly for the p
just literally fired the tricky words at her
behaved spelling class until the number was
duced to two, with Minna Caroline Brown fin
declared the winner and Ruth Lester Bell second

Both were rewarded with a Skippy, and are t
congratulated upon their success.

The dictionary was much needed, with our
bowed Jessie Eckles again its able guardian.

Many of our guests took active part in the
and there wasn't one present but what enjoyed
lollypops, which had been sent in by an absent p

Teacher had provided alphabet and filled coo
for her children, their parents and guests.

We thank Sara Ann Magill for the ash t
which we know will be appreciated.

AND NOW

Develop those crazy ideas for MAY 12. T
will be judges and prizes and plenty of fun at
P. G. and E. Auditorium, and your guests wil
most welcome.

IN MEMORIAM

Another one of our own, Gertrude Mowder,
been called to pass through the great "Valley
the Shadow," but our club has the memory
life well lived.

As I came from the services Thursday even
my mind wandered back to my many pleasant
tacts with this friend, and I thought, "How
tunate to have known her!" She possessed a ge
personality and a desire to help with no though
gain for herself. Perhaps a word which help
express her value, both as a club member and fri
is dependability. The large number present
evening bore evidence to the depth of affection
this fine expression of womanhood, who always
the difficulties confronting her with courage
determination.

Our club is richer and better for having had
member. While we shall not see her move in
out among us in the future, yet she will continu
live with us in the larger way. And as we
received inspiration from the life and memory
those splendid members who have gone before
Gertrude Mowder will be another guiding sta
lead our organization with its lofty ideals to gre
heights. IDA J. LOR

FUTURE PLANS OF ADELAIDE

Adelaide Adams, having bought a ticket for the riners' big drawing and expecting to win the big ize, has already made plans how to use it.

After depositing the money in the *''Bank of nerica,''* she will begin her rejuvenation by going *''Erickson & Swenson''* to be massaged into pper shape for the latest foundation garments d by *''Anita K. Mayer Corset Shop.''* Clothes r all occasions will be bought, patronizing both e *''Franc-Ann''* dress studio and the *''Greb-bie op,''* where they also have hats. The old clothes at she has not the heart to give away will be taken the *''Remodel Shop.''* Shoes to match will be tained from *''F. L. Heim & Son''* and jewelry m *''Thomas P. Davey.''*

New glasses are needed both for formal and in-rmal occasions and *''Rae Morrow''* will be called on. To keep fit with all the shopping activities, laily swim at the *''Y. W. C. A.''* before dinner ll be enjoyed and if the arms get too tired from rrying home many purchases, a visit to *''Dr. san H. Hamilton''* for a treatment will be neces-y. When the wardrobe is complete, many parties ll be given at *''Mary Eleanor's,''* the *''Eliza-th Inn''* and at *''Solari's.''* If *''Margaret Mary rgan Printing Co.''* is too busy to print the invi-ions to the parties, she will ask *''Mary H. ker''* to take care of them in her clever manner. e *''Francis Floral Co.''* will furnish the flowers all table decorations.

After the festivities are over, the long-delayed cation will be taken to the South Sea Islands, d when she returns, if her previous position has nished, the latest book from the *''Gregg Publish-g Co.''* will be studied, and like *''Marie Mac-nald Jensen,''* she will apply as secretary to some eresting individual and begin a new career again. Some dreams come true! Maybe this one will!

LYDIA FLOAN.

PALO ALTO CELEBRATES

Palo Alto Club had a gay and giddy birthday last turday night at Oakwood Inn — just nine years ing, and what a merry party it was! Spring wers in profusion, nifty artistic favors made by b members, bonbons, and joyous chatter lent nosphere—plus; luscious food mellowed the spir-; speechifying was taboo; songs, stories, jokes— gorgeous birthday cake; and lots-a dancing by erybody! Wending back home, we brimmed with thusiasm and carried new ideas for future diver-ns. Many, many repetitions, Palo Alto!

GURTY.

SOUNDS??
SH–ORIENTAL
ZOUNDS ! ! !

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Economy is the fashion!"

CLUB NOTES

B. M. PIERCE

Nettie Smith spent last week visiting friends in the southern part of the State, motoring down to Los Angeles and back.

A number of club members enjoyed Palo Alto's birthday party last Saturday. They included Charlotte McClelland, Bertha Dale, Nora Blickfeldt, Lilian Elias, Jean Kerrison, Jessie McKinney and Gertrude Tubbs.

After attending the matinee Sunday at the Alcazar, about twenty members went to the States Restaurant and celebrated the birthdays of Ednah Butler, Terese Forman and Eleanore Lambertson. It was a lovely party.

How we all enjoyed going ''Behind the Scenes'' last Wednesday at the Academy of Sciences, and what a crowd! A hundred and five of us altogether extend our thanks to Dr. Grunsky, Clotilde, Dr. Evermann, director of the Museum; Mr. Seale, superintendent of the Aquarium; Mr. Tose, chief of the exhibits, and last, but not least, to Susie Peers, who planned that most delightful ''surprise.''

We are delighted to learn that Lillian Hall has been elected president of the Women's Safety League of Northern California. The installation took place at the Hotel Cecil in San Francisco.

We had many guests at the dinner Tuesday night to hear Mr. Knox. Sara Ann Magill brought Mrs. Ethel Walker and Mme. Voight; Lillie Webster brought Miss French; Dorothy Rankin brought two guests, as did Edith Black. Mary Day Barnes and Muriel Pettit both brought guests; likewise Mrs. Carmer and Mrs. Alfonso. The League of Business and Professional Women was represented by Ethel Johnstone, president, Elizabeth Adams, Miss M. Torreyson, Mrs. Raymond, Mrs. Rose McKenna, Miss Eva Fleming, Carrie Daly, Caroline Nelson and Miss Juliet Smith and guest.

Visitors who came in on Thursday to enjoy the spelling match were Mrs. Jacoby, who brought her sister-in-law, Mrs. Hostetter, from Atlanta, Georgia; Maude Gilbert, a friend of Nell Ackermann; Miss Luke and Miss Ora Carter, guests of Dr. Fernald.

• • • **GIRLS**

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POWER PLANTS

At our dinner meeting April 19, about eighty of us listened intently and with much interest to the address of Mr. James Samuel Knox on "The Human Element in Business," in which he said, among other things, both interesting and thought-provoking:

There are four types of power outstanding in importance in American life today: machine power, managerial power, merchandising power, and man power. The most important of these is machine power, the efficiency of which, in the United States, is forty per cent greater than in any other country. The great increase in this power has caused some trouble, too, in that the automatic machinery has displaced two million workingmen. With educational guidance a large percentage of this displacement could be made of great advantage to the business world.

Regarding managerial power, we find that ninety-two per cent of the corporations organized in this country have gone out of business within thirty years, and more than forty per cent of business failures are due to faulty management.

Merchandising power amounts to between eight and nine billions of dollars per year. This is far greater than our entire international trade, both exports and imports.

In the field of man power we have room for wide improvement. Well-informed and accredited psychologists claim the average man is using only eight per cent of his potential brain capacity. In calling attention to the amazing fact that ninety-three million of our present population have never attended high school, and seventy-seven per cent of our young people have never entered high school, it was also suggested that possibly the salesmanship of our educators might be largely at fault.

Concluding, Mr. Knox made a timely appeal for the development of brain power through education and training, that we may find in our own country a larger percentage of men with keen and active minds to guide and guard the activities, both large and small, of our great nation. ROSE D. MILLER.

IMPORTANT NOTICE

Contributions are beginning to pour, flow, drip, and dribble in to THE BUSINESS WOMAN, in our Adelaide contest. May 15 will be the closing date, so please get to work at once, use the names of our advertisers and a lot of imagination, and see if you can't win one of the lovely prizes that have been offered.

We are printing one of the contributions this week, in which Lydia Floan has very cleverly and succinctly told her story.

If you desire further details, consult any member of THE BUSINESS WOMAN staff. Or, better yet, forget about details, use your own imagination, and send your contribution in at once, whether you consider it good or bad.

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BEHIND THE SCENES

According to schedule, our Events chairman, Ge trude Tubbs, piloted eighty-five of our members an guests through the aisles, corridors and lobbies the Academy of Science and the Steinhart Aquariu in Golden Gate Park.

We were especially favored in being permitted the work shop (behind the scenes), where plast casts of animals are made, and over which the drie pelt is eventually fitted. Many of the exhibits the building are prepared in this industrial center.

Much of educational value, very new to most us, was unfolded as we walked through the var ous departments under the able guidance of D Grunsky.

Mr. Tose, in charge of the African exhibit, an Mr. Seale kindly and patiently answered questio and told us of the life and habits of the fish fam lies. One particularly appealing story was that the tiny, inch-long mother fish that swallows h babies when danger is near, and when it is past releases them again into the cold, cruel, watery wor of fishdom.

In the new wing of the building, Dr. Everman president of the Board, told us of the birth, growt purposes and plans of the Academy; of its difficu ties during seasons of financial drought; and of th hopefulness of the trustees that public-spirited cit zens, interested in education and research, w assist in a monetary manner.

The evening with all its entertaining momen passed quickly, and, coming as a complete surpris we were ushered into a large reception room, whe our own Susie Peers, who had planned and ma possible this happy event, served us honest-to-goo ness-home-made-cake, coffee and candy.

R. D. MILLER.

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MAY – 7 1932
SPECIAL COLLECTIONS

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 | MAY 7, 1932 | No. 19

Weekly Program

May 9—Book Section, 7:30 P. M.

May 10—Dramatic Section, 7:30 P. M.

May 12—Choral Section, 6:45 P. M.

May 12—Thursday Open House, 8:00 P. M.
P. G. & E. Auditorium
245 Market Street

Hostesses

Anita Mayer — Marjorie Wilson
Edith Floyd — Marie Crandall
Elsie Maclaren — Adele Metzner
Allene Schuerbrock

Coming Events

UNIVERSITY OF CALIFORNIA
MAY 24 1932
SCIENCE

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ROB ROY

The Mountain Play—Sunday, May 22—are you ing? Have you made your reservation, with ac- mpanying check for $2.85? That's the tariff—s your own lunch. Looks like a GREAT DAY. a Grey Line bus — we're off; across our Bay, rough the garden county of Marin, up the slopes our one and only Tamalpais. What vistas! zy Pacific to the right, the valley and lowlands the left! Then picnicking and duly satisfying at hunger-yen. In nature's amphitheatre we'll ion back to the Bonny Days of Old Scotland—in is fairy realm we'll forget our problems! Tell rs. Burlingame—RIGHT NOW!

Ah—in the interim—we'll take a walk. Yep—the ododendrons are nodding us Welcome! Sunday— ay 8—meet at the Haight and Stanyan entrance Golden Gate Park—at 10 A. M. We'll look 'em er and, at noon, have a little snack at Kelly's vern. Come along — carfare and your appetite e only charge.

GERTRUDE D. TUBBS, Chairman.

IN DAYS OF OLD

In 1919 our official paper was entitled "Now d Then." The staff announced itself as follows: Editor, Z. Clements. Ye Devil, L. Palmer."

MAY 12 8:00 P. M.
245 Market Street

KRAZY KOSTUME PARTY

THE RECEPTION COMMITTEE

invites You and Your Guests

JUDGES

COSTUME PRIZES
for
CRAZIEST
MOST ORIGINAL
BEST SUSTAINED

Parking Space for all Dignity

Eat, Laugh and be Merry

PG&E CO AUDITORIUM

"ROOF GARDEN"

What could be nicer than to spend an evening playing cards at this delightful place, at the Whitcomb Hotel, on Wednesday evening, May 25? "Come one, come all"—bring your friends and have a good time. Get your tickets from any of the committee, or Mrs. Burlingame.

ISABELLE E. BANZ, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

Editor.....Marion Morris
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
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DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

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House.....Nettie Smith
Membership.....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
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Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CIVIC SECTION

The attendance at the April civic section meeting was an expression of the keen interest of our club members in legislative matters pertaining to San Francisco and the State of California.

Lewis F. Byington, president of the Public Utilities Commission, in discussing the Hetch Hetchy bond issue, pointed out the necessity for completing the project and urged that the bond issue be supported on May 3.

Nora A. Blichfeldt and Letitia Farber, attorney, presented the pros and cons of the Sharkey oil control bill.

Chairman Nora Blichfeldt announced that Assistant United States Attorney Esther Phillips will discuss taxation measures passed by Congress this year at the May meeting of the section.

CLUB NOTES

B. M. Pierce

Christine Hall was among those who attended outing of the California Hotel Women's Club last week at the Sonoma Mission Inn by the C fornia Northern Hotel Association. The gu were entertained with bridge, golf and a din dance.

We hear Minnie Getz is still a little under weather, but improving all the time.

Madge Griffin Radelfinger and her husband enjoying a fishing trip over the week-end up Klamath Falls.

Etta Graff is spending her vacation with frie at Cajon Pass, San Bernardino County, taking tor trips to Arrowhead Springs, Pasadena, Lake, and Baldwin Lake. She says the weathe almost too cold for vacation, but the scenery ma up for the uncomfortable coldness.

Helen Doble left on the 25th to attend Parent-Teachers' Association convention held Fresno.

Ada Brace was invited to attend the Central trict meeting of the B. and P. W. held at Vis last week, and Ida Reed was going down to semite, so they attended the meeting, stopped at Merced and spent Sunday at the Ahwahnee Ho Yosemite, wishing for a snow storm. Their w was gratified when they awoke on Tuesday morn They left the valley in a snow storm and stop off at Livingston for a little chat with Dr. Goss

Helen Benioff has moved down on the Penins for the summer. Her present address is 1 Guinda Street, Palo Alto.

Have a card from Flora G. Holford, who been driving through the Redwood Highway lat Said she met quite a few members of the B. P. W. Clubs in Eureka and nearly attended t dinner, but couldn't quite make it. She says: "T is the prettiest country we've covered."

Charlotte McClelland was one of the hostesse the formal celebration held at the Civic Auditori on Saturday evening. This was the San Franc Commissioner's celebration of the two hundr anniversary of the birth of George Washington, l under the auspices of the Sons of the Amer Revolution.

Our club was very well represented at the re tion to the Grand Duchess Marie, held at the W en's City Club last Tuesday evening. About twen five of our members were present.

Attending the Regional Meeting of the North District held at Clear Lake Lodge, Saturday Sunday last, were Lilian Elias, who motored with Mrs. Mabel Gregson of the San Mateo c Gertrude Tubbs and Zee Clements, who drove with Carolyn Weber of the Traffic Club; C Bachich, Allene Schuerbrock, and Bertha Pie who motored up with Julia Rossow.

We are glad to hear that Grayce Dempse mother is improving nicely after the bad fall had recently.

DR. SUSAN HARRIS HAMILTO
DR. MARION TURNEY
OSTEOPATHIC PHYSICIANS
DOuglas 1591
291 Geary Street San Francis

DRAMATIC SECTION

Regular meeting Tuesday evening, May 10, at
en-thirty.

THEATER PARTIES

Wednesday, May 11, Curran Theater—Edward
erett Horton and Laura La Plante of the talkies
"Springtime for Henry." Price, 50c.
Wednesday, May 18, Columbia Theater—The Big
amatic Night for May. We will see "Green
stures," which has been one of the outstanding
cesses in New York for over a year. The mem-
s will find it worth while. Price, $1. Reserva-
ns may be made with Gertrude D. Tubbs or
lvia Kempton.

SYLVIA KEMPTON, Chairman.

ORIENTAL?
MEBBE—
BUT WAIT!

BUSINESS WOMAN CONTEST

We have been learning all sorts of interesting
ngs about our friend Adelaide, as contributions
ne pouring in to tell of her adventures among the
vertisers. Please send your story in promptly, as
contest closes May 15.

We know that you will be interested in seeing
w the various members solve the problems, each
her own way. The contributions will be printed
THE BUSINESS WOMAN as space permits. Un-
tunately, we cannot print them all in their en-
ety. If at times they seem to lack smoothness,
ease lay the blame on the exigencies of space.

OPEN HOUSE

Another open house night with some fifty-five members and their guests gathered to play bridge and chitter-chatter in our cozy club rooms.

It does seem that something should be done about the "little game" Belle Banz conducts. It looks so simple and harmless—witness the way the players concentrate and linger. Well, draw your own conclusions!

We were happy to greet a number of guests. Mrs. Chandler came as guest of Ethel Stewart; Miss Maguire as guest of Ada Brace; Mrs. Allen was the guest of Allene Schuerbrock; Miss Silcox, the guest of Belle Banz; and Rhoda Lewis, the guest of Nora Blichfeldt.

Thank you, Josephine Weed, for the chocolate cake. It certainly was delicious.

All in all, a happy Thursday evening.

GRAYCE DEMPSEY.

J. Venables
C. Brown

R. Young
M. Hunter

VENABLES BEAUTY SALON

Special Rates in Our New Quarters
Permanent Wave, $6.50 Haircut, 75c

150 Powell Street
Elevated Shops

GArfield 5043

THE REMODEL SHOP
209 Post Street

"Gee! Margy, what a sweet dress! Model?"
"Heavens, no. REMODEL SHOP, made over from
couple of old ones. You'd be surprised how little
costs. Call SU tter 4273. They make darling
resses of your own material,—and
Economy is the fashion!"

I AM THINKING

Of my "audience"—four hundred, more or less—to whom these sales appeal. Then there is the dominant appeal to which all women react—style and feminine beauty of

ANITA K. MAYER'S

foundation garments, step-ins, garters, corselettes, from $3.50 up, for every type of figure.

Note how thoroughly this advertising tells its "appealing" special story.

The little store just around the corner from the St. Francis Hotel

362 Geary Street **SU tter 8538**

THE
MARGARET MARY MORGAN CO.
Engraving · Printers · Publishing
619 CALIFORNIA STREET
SAN FRANCISCO

Phone DOuglas 0551

Diamonds, Watches, Jewelry, Silverware
Remodeling and Designing Jewelry
Bead Restringing

THOMAS P. DAVEY
510 Howard Building, 209 Post Street
Phone GA rfield 8092 San Francisco

CALIFORNIA'S
STATEWIDE BANK
INVITES
YOUR ACCOUNT

A CONVENIENT BRANCH IS NEAR YOU

BANK of AMERICA
NATIONAL TRUST & SAVINGS ASSOCIATION
Member Federal Reserve System

Bank of America National Trust & Savings Association, *a National Bank*
and Bank of America, *a California State Bank*
are identical in ownership and management
410 offices in 243 California communities

BUSINESS WOMAN CONTEST

Tuesday Evening, April 19, 1932.

Dear Mother:

Shall return Wednesday evening instead of Friday as planned because of your wise suggestion that I get in touch with the Business and Professional Women's Club before going on my shopping tour. That will give us two whole extra days to prepare for Jane's wedding.

Spent all day yesterday hectically visiting the stores, but just did not seem to be able to find the things I wanted at prices that would fit our budget. Finally followed your advice and called on Mrs. Burlingame, the club secretary, who gave me several copies of the club publication with the suggestion that I look over the advertising sections. And what a helpful suggestion that proved to be!

Went up to see Dr. Susan Hamilton (osteopathic physician), whose card was in THE BUSINESS WOMAN, the first thing this morning because my back hurt so yesterday. She is a wonder. It seemed no time at all before the pain that had kept me awake most of the night was gone. You must tell Aunt Alice to see her.

Found a captivating blue chiffon with the new high waistline, and a stunning large blue hat to match, at the Greb-Bie Shop, for my bridesmaid costume. I know you will puzzle over my getting a high-waisted dress considering the avoirdupois of your "little" daughter. But thanks to the beautifully fitted corset—and at a reasonable price—I got at Anita K. Mayer's, and Miss Grebinar's helpfulness, I have finally found a smartly new dress that makes me look ten years younger—and almost slim!

Completed the ensemble with a pair of blue moire slippers at F. L. Heim & Son. Was so pleased by their price and fit that I felt I could economically buy a pair of clever cut-out linen pumps to match a tailored green silk I found at the Franc-Ann Shop for only $10.95.

Had lunch with Betty at Mary Eleanor's and am bringing home a bottle of the delicious special French dressing that just makes their tasty salads. Was glad to learn that we can get it at our grocer's, as I know you will wish to order more the minute you use it.

After lunch, Betty and I visited the Francis Floral Shop. And, Mother, you will be amazed at the savings I made by ordering the corsages and other flowers for the wedding there. After visiting a number of shops yesterday, I despaired of staying within the amount we decided on for flowers; but after figuring out how much I had saved on the flowers, I returned to the Greb-Bie Shop for a lovely green straw hat I had noticed there.

Ordered the wedding announcements at the Margaret Mary Morgan Printing Company (which publishes THE BUSINESS WOMAN). They were *so* helpful in making suggestions and will have the announcements sent to you Thursday.

Bought a lovely bracelet for Jane at Thomas P. Davey's and had my pearls restrung there while Mary Baker typed the report you asked me to take care of. Bought six copies of the new Gregg shorthand books for Aunt Alice at the Gregg Publishing Company and then visited the main branch of the Bank of America to ask about the "banking by mail" service advertised in THE BUSINESS WOMAN. It seems a most safe and convenient method. Shall tell you all about that when I get home.

Am patting myself on the shoulder, thoug should give the credit to THE BUSINESS WO Read the ad of the Remodel Shop and finally cided to see if it would be possible to have green chiffon evening dress I bought three ye ago made "wearable" again. Their ideas are ply wonderful, Mother, so tomorrow I am going have a fitting. That will save me the price of a formal this spring. Believe I shall also have t remodel my orange afternoon dress and that tailored suit.

Late this afternoon Rae Morrow, an optic whose card I saw in THE BUSINESS WOMAN, te my eyes. She seemed to know just exactly wha needed. The glasses will be ready tomorrow af noon, an hour or two before I start for home.

Felt like a new person after having a Swe massage at Erickson & Swenson's before meet Jack at the train. We tried Solari's (anot BUSINESS WOMAN advertiser) for dinner. Do know when I have tasted such food. You must it next time you visit San Francisco.

Isn't it perfectly wonderful to have gotten many things done, and with so comparatively l effort, in one day? Best of all, I have not sp as much as I thought would be necessary — thanks to THE BUSINESS WOMAN because its adv tising sections helped me organize my expediti and I found, after visiting the first two or th that its advertisers could be depended on for nomical prices as well as the style and servic desired.

Must close if I am to meet Betty at 7:45 at Y. W. C. A. Cafeteria for breakfast tomorr morning. That is the only BUSINESS WOMAN vertiser I have not yet tried; but I have deci that, in view of my experiences today, I am go to follow the advertising sections of THE BUSIN WOMAN most religiously after I move down her the first of May.

Love,

ADELAIDE

(*Alias* NORA BLICHFELDT.)

The Stoics considered prudence, temperance, c age, and justice the four cardinal virtues.

MARY H. BAKER

Public Stenographer

Mimeographing *Multigraphing*

1110 FINANCIAL CENTER BLDG.

TELEPHONE DA VENPORT 9888

THE "GREB-BIE" SHOP

DRESSES AND HATS

515-17 Post Street near Mason

Telephone FR anklin 3055

Those captivating, new, youthful modes— You'll find them here at extremely low prices

SPECIALIZING IN LARGE SIZES

Personal Shopping Service

MAY 13 1932
SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 MAY 14, 1932 No. 20

Weekly Program

May 17—DINNER, 6:15 P. M.
Western Women's Building.
Business Meeting.

May 19—Choral Section, 6:45 P. M.

May 19—Thursday Open House, 8:00 P. M.

Hostesses

Frances Eagan	Ruth Shaw
Virginia Merrill	Adele Metzner
Nora Blichfeldt	Allene Schuerbrock

Coming Events

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Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

DEDICATION TO FRIENDSHIP

It seemed appropriate that the anniversary of akespeare's birthday should be the time for a ring-time walk through the Park. Not to walk ne, but with a friend; one who can share one's oods and fancies; who also joys in the beauties at border hidden paths, away from the broad ulevard.

All the promise of winter was in fulfillment. The ne trees set out with pale green, slender cones, e tiny candles awaiting the torch of summer. isy-covered lawns, reminding us of stars in the y on clear Sierra nights. Trees and flowers shed with the April showers of this morning.

We particularly wished to see the newly-blossomed wthorns. We found them near the Pioneer Log bin; branches burdened down to the earth with wealth of flowers; white, pink, rose. To stand der those fragrant Old World trees, seeing the ue sky filtering through and hearing the song of e lark, was pure ecstasy. It lifted the heart in anksgiving for the blessing of such beauty.

Up a hilly path through a grove of young euca- otus; along Stowe Lake and down to the Tea rden to see purple iris reflected in the still waters. ross and to the south, we followed the path to e Garden of Shakespeare's Flowers; a garden thin a garden, that transcends all other beauty aces. You stand on the threshold, reverently ad- ring the lovely prospect. Soft greensward; the acious company of trees and shrubs and flowers embracing the tablets of poetry, to make a shrine for immortality. The "peace that passeth understanding" is here, as you read from the bard's lines of

"Rosemary, that's for remembrance . . .
Pansies, that's for thoughts."

Daisies; rue, "the herb o' grace" that "you must wear with a difference." And right at your feet are pansies and daisies!

That delightful knoll in front of the Shakespeare Garden was covered today with rhododendrons of every hue, with a tapestry of cypress for a back-curtain. The rhododendrons here appear to bloom later than in other sections of the Park, for further on we found the wider-spread clusters and the ground beneath already speckled with petals.

They were all lovely, "the flowers o' the spring." The tender, new greens in the firs; the sturdy pines and cypress, eternal in their guardianship of the flowers. The gentle swaying of the eucalyptus, lifting "her leafy arms to pray."

The last note in the prelude to spring is fading away; and even now we can hear the allegro in the symphony of summer.

* * * * *

And such is friendship.

A pathway to the finer things in life. Comforting like the sunshine that follows the morning April shower. Like the trees, strong and stately. Ever-giving beauty like the flowers. A poem; for friendship is the poetry of the heart. MAY F. RILEY.

BY-LAWS

Copies of the By-Laws have been mailed to the members, and at the dinner meeting on May 17 they will be presented for consideration and adoption.

As this is an important meeting, it is hoped the members will make an earnest effort to attend.

FLORENCE C. ATTRIDGE, Recording Secretary.

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NEWS FROM VISALIA

The Visalia club has just issued the spring edition of the little paper, *The Sycamore Leaf*, and all their subscriptions over and above the expense of the paper are to be contributed to their educational fund. I have today sent in for a subscription as my gift to THE BUSINESS WOMAN and think you will find it quite an interesting little paper.

Last Sunday I attended the Central District meeting at Visalia and gained the impression at their delightful luncheon that the Visalia club compares most favorably with the San Francisco club in enthusiasm and loving co-operation. There were about 150 members present at the luncheon and those of you who had the pleasure of meeting Roberta McCarty at the convention will be pleased to know that she was elected president of the Central District at that meeting.

A. H. BRACE.

CARD PARTY

Don't delay getting your tickets for our big Card Party on Wednesday evening, May 25, 1932, in the Roof Garden of the Whitcomb Hotel. Bring your husbands or friends. A good time is promised to all.

Secure your tickets from the committee, or phone Mrs. Burlingame, PR ospect 8347.

ISABELLE E. BANZ, Chairman.

THURSDAY EVENING, MAY 5, 1932

It was an "IN AND OUT" evening, but we appreciated the incentive which drew those who came in, even though some could stay only for a short while.

To our member, Z. Clements, we offer our congratulations and best wishes galore, in her new position as business manager of the Western Women Building.

To Mrs. Dickey of Omaha, Nebraska, guest of Edyth M. Wiltse; Mrs. Guth, guest of Nettie Smith and Miss Giles, guest of Bertha Pierce, we extend an invitation to visit us again soon.

Miss Hempstead of San Mateo dropped in for visit with us, and we are so glad to hear that she is feeling so well after her recent operation.

Mrs. Lidstone, mother of Ethel Maxwell, delivered in person one of her famous applesauce cakes, not a crumb of which was left to tell any tale.

One of our "M M's" saw to it that a delicious coffee cake was left on our doorstep, and it too did appeared as if by magic.

Many, many thanks to both these thoughtful and generous folks!

Little would we believe that we had so many gamesters within our midst, but we are not seriously worried, for even the losers still seem to be able to smile.

You are giving us a real opportunity, that of looking forward to every next Thursday, when we have our evening at home, and we are always loath to leave our club rooms.

ONE OF THE COMMITTEE.

YOO-HOO—TAMALPAIS

Looks as if we were on our way! Sunday, May 22 —Rob Roy reigns atop of our Tamalpais, and we'll pay homage! Rough-'n'-ready be our clothes; toothsome and tempting be our luncheons; happy and receptive be our humors; "A Perfect Day" within our grasp. Price, $2.85 — get in touch with Mrs. Burlingame—seal the bargain with a check! Fine details next week.

GERTRUDE D. TUBBS,
Chairman Events.

FOR YOUR ROSTER

Dorothy Durham is now living with Mrs. Crookston at 2576 Washington Street.

Office Telephone SUTTER 3186 — *Residence Telephone* WALNUT 0973

FRANCES EFFINGER-RAYMOND
Manager

The Gregg Publishing Company
PACIFIC COAST AND ORIENT OFFICE
PHELAN BUILDING, SAN FRANCISCO

CLUB NOTES

B. M. Pierce

hile attending the California Federation of nen's Clubs convention held at Los Angeles, ie Little Barry, State President, urged that e women be placed on the Board of Education.

r. Susan Harris Hamilton left Wednesday to nd the convention of osteopathic physicians held anta Barbara the past week, returning on Sun-

he wives and daughters of visitors who will come to the convention of the United States Cham- of Commerce, May 17 to 19, will be given a kfast at the Western Women's Club, followed tour of the city and then a program at the San ncisco Yacht Club. Mrs. Edward Dexter Knight ls the committee in charge of the entertainment.

arriet P. Tyler, attorney member of the Soroptst Club, spoke before their club last Monday on hat Soroptimism Means.'' Mrs. Tyler is one of delegates who will represent her unit at the conion being held May 30 at Sacramento. Sara vell Heine will be in charge of the musical pron.

he San Francisco League of Business and Proional Women met at the home of Frances Efer Raymond on May 10 for the election of ers for the ensuing year.

ongratulations to Zee Clements, the new resi- business manager of the Western Women's !

ur club rooms are sporting a new French phone, gift of Belle I. Simmons.

ancy Harl Jordan spent the last week-end at isa, going up on Friday and returning on sday.

BIRTHDAY PARTY

It was just the loveliest party a group of members gave Gurty on her birthday, in memory of the many happy events she has arranged and planned for the club members. About forty met at the Hotel Stewart Saturday evening and enjoyed an exceptionally fine dinner—big birthday cake—fine spirit of conviviality, with stories and songs afterwards. Everyone voted the party a huge success.

B. M. Pierce.

LAST CHANCE

For The Business Woman contest. Mail your contribution in today, for the very last date is May 15. Every member is urged to contribute. This is an opportunity to get acquainted with our advertisers, if you have not already done so. When you have written your little story, they'll seem like old friends, and you will appreciate more than ever the very fine values that they have to offer us.

Anyone interested in purchasing my life membership in the Western Women's Club at a figure much less than the present initiation fee, please address me at 413 Claus Spreckels Building, or telephone GA rfield 6216. BA yview 2677 evenings. (adv.)

Celia A. O'Brien.

• • • GIRLS

I'd like to hear you swear.

Violet Neuenburg,
Notary Public

Room 740
111 Sutter St. EXbrook 3344

es Examined *Glasses Made*

RAE MORROW, Opt. D.

705 St. Paul Building
291 Geary, cor. Powell

ice Hours: 9 to 12:30
ernoons by Appointment *Phone:* DO uglas 6337

We offer you
Tastily Prepared
Luncheons and Dinners
In attractive surroundings
Table d'hote or a la carte
Prices Reasonable

MARY ELEANOR
445 POWELL ST.
Opp. Sir Francis Drake Hotel

I AM THINKING

Of my "audience"—four hundred, more or less—to whom these sales appeal. Then there is the dominant appeal to which all women react—style and feminine beauty of

ANITA K. MAYER'S

foundation garments, step-ins, girdles, corselettes, from $3.50 up, for every type of figure.

Note how thoroughly this advertising tells its "appealing" special story.

The little store just around the corner from the St. Francis Hotel

362 Geary Street **SU tter 8538**

CALIFORNIA'S
STATEWIDE BANK
INVITES
YOUR ACCOUNT

CONVENIENT BRANCH IS NEAR YOU

BANK of AMERICA
NATIONAL TRUST & SAVINGS ASSOCIATION
Member Federal Reserve System

Bank of America National Trust & Savings Association, *a National Bank*
and Bank of America, *a California State Bank*
are identical in ownership and management
410 offices in 243 California communities

CLEAR LAKE DISTRICT MEETING

The Northern District held their Regional Meeting on Saturday and Sunday last at Clear Lake Lodge.

Alas for the well-laid plans of mice and men—the rain spoiled the outdoor part of the program, which had been arranged for May Day, so plans had to be quickly rearranged and held indoors instead. Of course, this changed Sacramento club's May Day dance into a song sextette.

Arrangements at the Lodge had been made for about fifty. You can imagine what it meant for those people when over a hundred showed up, mostly without hotel reservations, but Marie Green helped out at the desk and with considerable doubling up they tried to make everybody happy.

The Yuba-Sutter Club took charge of the Saturday evening entertainment with songs, dances, and another wedding — this time a Bowery Wedding — bridesmaids in sweaters, etc., which was very funny. We sat round the fireplace, told stories, and sang some of the old songs until bedtime.

Many things of interest were discussed at the board meeting on Sunday morning, and Zee Clements gave another illuminating talk, snappy and to the point. All business being out of the way, the Willows club gave a program of music and readings, and we then went in to lunch. The tables looked very lovely, set out on the porch, each table decorated with baskets of flowers and a Maypole with lavender and green streamers for a centerpiece.

The country at this time of year is gorgeous with great beds of yellow poppies, purple lupines, white forget-me-nots and everything so green after all the rain. As Marie Green said, it was not supposed to rain at this time of year—and Gertrude Tubbs promptly responded that all California weather is *unusual*. Burlingame, Colusa-Sutter and the San Francisco clubs all had their parodies on popular songs, which they sang heartily at breakfast time.

We all enjoyed the cordiality and hospitality of the hostess clubs and voted the meeting a great success.

B. M. Pierce.

PAINT ON THE NOSE

When club work seems somewhat arduous and demanding, let us be thankful as we remember the hard work done in the early days, as told in *Now and Then*, August, 1920:

"In the acquirement of our present quarters we hold a unique record. . . . We did it on what is technically called a 'shoestring,' but that shoestring was attached to a firm foundation of faith and vision.

"We did not levy a single assessment.

"We did not ask or receive a single outside contribution.

"Every move was planned with the avowed determination to make the best and the most of what we had.

"Look at our bookshelves, the library table, the couch, fixtures and decorations—monuments to the ingenuity and handicraft of business women. Possibly we didn't look very pretty while it was being done; our backs ached (which made us more or less peevish); we occasionally hit our thumbs, had paint on our nose and in our hair, and we ruined our digestions with box lunches."

HA—WA—I—I—AN?
HU—LA—LA!

LUCKY BUNCH

Nice Lady Farrell
Kept food in a barrel
To serve to the club for lunch.
And when they got there,
They had such good fare,
They said they were some lucky bunch.

(*From The Business Woman, October,* 1920)

MARGARET MARY MORGAN

says: "Girls, you'll never know how much joy sent into our home on my birthday. There showers of cards, showers of flowers, and sho of other beautiful things; in fact, these sho have made me feel quite like a bride-to-be. Th you, girls; my heart is busting right out loud i song of gratitude to you."

PRIZES

There were prizes given at the business dinner Tuesday. When we came in at the door, we dre number and later on the holders of the "luck numbers were given the prizes—nice little boxe stationery. Now don't you wish you had atten that dinner? Callie Bachich and Grace Staub the winners.

B. M. Pierce

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

9 MAY 21, 1932 No. 21

MAY 20 1932 SPECIAL COLLECTIONS

Weekly Program

May 23—Civic Section, 7:30 P. M.

May 24—Dramatic Section, 7:30 P. M.

May 26—Choral Section, 6:45 P. M.

May 26—Thursday Open House, 8:00 P. M.

Hostesses

Elma Baily — Daisy Denis
Betty Walton — Mildred Adams
Irene Herlitz — Adele Metzner
Allene Schuerbrock

Coming Events

MAY 14 1932 LIBRARY OF SCIENCE

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

SANS DEPRESSION

ll of you one hundred or more members who e not present in the auditorium of the Pacific and Electric Company last Thursday evening ed a heap of fun and a pleasant party.

s we entered the room our receptionists wel- ed us, and, whether crazily dressed or not, we e at once made a part of the colorful picture e up of those in garbs rich in tint and texture; ness, shortness, longness, leanness, originalness thoughtfulness.

bout 8:30, when the hum of the one hundred fifty human vocal motors was at its height,—a len stillness,—and the band (members of our ral), led by Majordomo Blanche Newton in a orm of scarlet with green trappings, ap- ched, marching to a symphonic arrangement 'The Lone Rock by the Sea.'' Then came a able and classic second number by our orches- under the leadership of Florence Drake LeRoy, was attired in lavender and black lace.

his number came as a musical opening for the let, ''Hats for Hattie,'' featuring Hattie s and Hattie Tubbs as salesladies, and numer- customers, among whom we noted Hattie Me- ald, Hattie Forman, Hattie McLaren, Hattie n and Hattie Attridge.

alloon ascensions, with keen contests for reach- ing the mooring pits in split seconds; feather- weight contests with butterfly wings as part of the fistic equipment; and a guessing contest in which ''AD'' intelligence counted for much, occupied the time until the Grand March called participants in the Costume Carnival for review before the judges' stand. Those appointed to the task of selecting the winners from all these unique and well-sustained characters were: Judge Susan Harris Hamilton, Judge Ida M. Reed, Judge Johanna M. Heim. And those who carried home the smoked side were: Gertrude D. Tubbs, Elsie MacLaren, Mary D. Crookston.

The ''AD'' contest laurels went to Nora Blich- feldt and Mr. Sullivan, while tin cups and mixing spoons were won by Bertha Dale, Margaret Brandt and Marie Judge in the Air Derby and the Squared Circle bouts.

After the din of all battles had subsided, re- freshments were served. Those of us who sat in the bleachers and cheered were of one mind, happy in our privilege to attend this party and feeling obligated to those who had given so much time and thought to the preparation of a program that re- moved, for a whole evening, any depressing or panicky thoughts.

ROSE D. MILLER.

THE "AKRON"

Our next program for May 31, 1932, will be a moving picture and lecture on the subject of the U. S. S. "Akron," given by Mr. Glenn A. Miller, of Goodyear Service, Inc. The "Akron" has anchored at its new home in Sunnyvale.

You will find these pictures most interesting, as they show the construction as well as the maneuvers of the ship. I hope we can have a large attendance. Come and join us. It gives us an opportunity to get acquainted as well.

JULIA ROSSOW, Chairman.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor.....Marion Morris
Associate Editor.....Rose D. Miller
2655 Polk Street
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Rose D. Miller
Honorary President, Lillian Palmer

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Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

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Finance.....Bertha J. Dale
House.....Nettie Smith
Membership.....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

CONTRACT BRIDGE

Increased interest is the dominant note displayed among the members of the contract bridge class. They all agree that the meetings have been unusually instructive and enjoyable, due to the untiring efforts of Jeannette McCurdy as instructor of the authoritative Culbertson system.

If any of the members feel the urge of improving their game or learning the fundamental theory of contract bridge, another class will be in progress beginning Friday, May 27. The advanced class begins at 6:45 P. M., and the beginners will be at 8:15 P. M. The price is two dollars for the series of six lessons of one hour and a half each. You can enroll with either Mrs. Burlingame or the chairman, Bertha P. Stalder.

DRAMATIC SECTION

The next regular meeting will be held Tues evening, May 24, in the club rooms, beginning seven-thirty. We plan to read Noel Coward's "C alcade."

Members who do not already belong to dramatic section are cordially invited to join.

SYLVIA KEMPTON, Chairman

TAXATION

An earnest effort should be made by every m ber of the club to attend the civic section meet next Monday evening, May 23, at 7:30.

Assistant United States Attorney Esther Phil will outline recent taxation measures passed Congress, while Mrs. Edward Dexter Knight, as ant vice-president of the Bank of America, explain their effect on general business trends. open forum meeting will be called at the conclus of the program.

A clear understanding of these vital subject essential to all women if we are to avoid the cr cism that "we worked harder *for* the vote than have worked *with* it, since the passage of the frage amendment." Business and professio women in particular should be well informed legislative matters and leaders in discussions civic affairs.

We are fortunate in having two such authori tive speakers as Miss Phillips and Mrs. Knight should all avail ourselves of the opportunity obtain from them a sound background for our p sonal study of individual measures. Let us sh them how proud we are to have them as fell members and how anxious we are to understa civic matters, by being at the club rooms at 7 next Monday evening.

NORA A. BLICHFELDT, Chairman,
Civic Section

THE CHORAL:

Chinese
Japanese
Spanish
Georgian
Alabaman
Oriental and earliest American
Wait!

RECEPTION COMMITTEE

May I thank everybody most sincerely for help and co-operation given the Reception Comm tee in the plans for the Krazy Kostume Party? W all helped the wheels go round.

BLANCHE I. NEWTON, Chairman.

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CLUB NOTES

B. M. Pierce

Sara Ann Magill and her husband are taking ir annual vacation, spending the two weeks in uthern California, with headquarters at Long ach, making trips to Pasadena, San Diego, Agua liente and other places of interest.

Callie Bachich spent Mother's Day with her ther in Lake County.

Miss Hempstead of the Burlingame club called to see us, looking very well and completely recov- d from her recent operation. She has now re- ned to her office.

We were glad to see Miss Hanson from the San tco Club at the book section meeting this week.

Henri Napier Carmer is spending this month cationing at the Yosemite Valley.

Mrs. D. Roach Withers will spend the next two eks with friends in Sacramento.

The Santa Barbara paper made quite an item of . Hamilton's talk on "Woman and Her Clothes" the convention recently held in that city.

We extend our deepest sympathy to Agnes Living- n on the passing of her brother, Mr. O'Connor, May 7.

Madge Radelfinger not only did catch some fish at Klamath Falls last week, but she brought the oof back with her—some fine big trout, which she tributed to some of her friends.

Felicitations are in order for the parents of Miss sie Peers. They recently celebrated their sixty- ond wedding anniversary with a family reunion d in Auburn, California.

Our Merry Sunshine, Tillie Schimpf, spent the ek-end getting a coat of tan at Dillon's Beach.

Meta Bolte Powers has just returned from her ation spent at Long Beach.

Charlotte McClelland was one of the hostesses to wives and daughters of the United States Cham- s of Commerce during their convention here May to 19, entertaining the group with a tea at the panese Tea Garden in Golden Gate Park.

Frances E. Raymond attended the California ate Convention of the League of Business and ofessional Women held at the San Carlos Hotel Monterey last week.

Mary D. Crookston was in charge of the deck orts on the trip up the Sacramento River last Sun- y. The trip was one of the events of the "Hotel eeters," the "Travelarians" and "Nomads" ng the invited guests.

Nora A. Blichfeldt, chairman of the civic section, s unanimously elected parliamentarian of the omen's Legislative Club at its meeting on Mon- y evening, May 9.

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HARK YE—ROB ROY CALLS

Toot—toot—we are leaving! Nine o'clock, right on the minute, from the front of our club—609 Sutter Street, Sunday morning, the 22nd. How glorious! Our commodious Gray Line bus fills up with happy members; a sassy breeze plays tag about us. We must all bring our own lunch and a thermos would be dandy! If you do not own one, borrow for the day—brim it up with hot coffee—it will be so good atop old Tamalpais! Wear rough clothes and bring your coat along! We're in for a Big Event.

Gertrude D. Tubbs,
Chairman Events.

A LETTER

Ontario, Oregon,
May 9, 1932.

Editor,
The Business Woman,
609 Sutter Street,
San Francisco, California.
Dear Editor:

I am sending my contribution to The Business Woman *Contest.*

I am a former member of the club and receive The Business Woman *each week, and I am glad to take this opportunity to tell you how much I enjoy it each time. While there are many new names now, I still find some of the members I know.*

Your paper is newsy and interesting and I look forward to receiving it each week.

Sincerely yours,
Nora W. Vest (*Mrs. Grover C. Vest*),
Ontario, Oregon,
R. F. D. No. 1.

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A DAY OF SHOPPING

"Better hurry, Mother; we have only about seven minutes to catch our boat."

"Wait just a minute until I get my glasses out and look in my memo. book. Oh, dear! now look what I have done—broken my glasses."

"Don't worry, Mother. I have a friend, you have met her, Dr. Rae Morrow, optometrist. She is on the same floor as Dr. Susan Hamilton in the St. Paul Building. Go in and see her—I know she will fix you up in a jiffy. Now let's see—I want to drop in and see Mary Baker about some typing for the club. She is so capable, wish I could do things the way she does them, and then I want to go to the Margaret Mary Morgan Co. to see about my announcements. That will take a little time, but they are both close together, so that is something gained. And then I heard about the nicest place in the Chancellor Hotel on Powell Street called Franc-Ann, where one can purchase the prettiest frocks for $10.95 and $14.75, so I think I will drop in and look at them. By that time it will be nearly lunch time, so what do you say to having lunch at Mary Eleanor's at 12:30?—they have such delicious things!"

"That suits me very nicely. But what time do you have to meet Stanley?"

"At two o'clock. He has something picked out for me but wants me to look at it first. Can hardly wait to see what it is. Well then it is settled, Mary Eleanor's at 12:30."

* * * * *

"My, but it seems good to sit down. You know, Adelaide, I had a few minutes to spare before meeting you and so strolled around a little and I came across the nicest shop called the Greb-Bie Shop, on Post Street near Mason. Could not resist the temptation, so went in and bought myself a chiffon dress—they specialize in large sizes, and Mrs. Grebinar, who owns the shop, is so accommodating."

"Well, Mother dear, must hurry if I am to meet Stanley at two o'clock. See you at the Remodel Shop at about three o'clock. What are you going to do in the meantime?"

"I need a new pair of shoes so am going up to see my friends, F. L. Heim & Son; they seem to be the only ones who can fit me properly, and then perhaps I may be able to see Johanna for a few minutes."

* * * * *

"It's nearly three-thirty—wonder what is keeping Adelaide? Oh! there you are. Do you think, Adelaide, we would have time to go and see Anita Mayer? I took a peep in her window as I was passing by and she has such nice looking slips."

"I am ready for anything, Mother—just look at this."

"A lovely watch! And did Stanley get that at Thomas Davey's? Well, I just think I will have to tell your father that I have a birthday or an anniversary or something. Think I will phone him right away and also suggest that we are tired and that he take you, Stanley and me to dinner at the Elizabeth Inn. Also want to phone to the Francis Floral, they always have such lovely flowers, and have them send some roses to Mrs. Raymond of the Gregg Publishing Co. She is so busy I never get a chance to see her. And then I must make an appointment for next week with Erickson & Swenson Swedish masseuses."

"I think we must have spent oodles of money today, Mother, don't you?"

"Perhaps, but it is such a comfort, Adelaide, when you think of the nice little amount we have in the Bank of America to be used for just such purposes as these. Come, we must hurry if we are to be on time. My, but I am tired! Will be glad to rest, won't you?"

J. E. K.

SUCCESS

If success you would win, you must think it,
You must keep it in sight all the way;
You must dream it, and eat it and drink it,
You must live with the thought every day,
And at last when your efforts have brought you
The thing you have hoped for, no less,
If the demon of Greed hasn't caught you,
Why, take it from me, that's success!

If you trust God with all His tomorrows,
Knowing well He'll send sunshine and rain,
If your heart's still in tune with the sorrows
Of the ones who have striven in vain,
If, after the fullness of living,
You are eager to help and to bless,
If you're modest, and kind and forgiving,
Why, take it from me, that's success!

ELIZABETH GORDON.

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BY-LAWS OF THE BUSINESS AND PROFESSIONAL WOMEN'S CLUB OF SAN FRANCISCO, INC.

ARTICLE I.

Name and Location of Office.

Section 1. This Corporation shall be called and known as BUSINESS AND PROFESSIONAL WOMEN'S CLUB OF SAN FRANCISCO, INC. and shall have and use a corporate seal.

Sec. 2. The office of this Corporation shall be in the City and County of San Francisco, State of California, the principal place of business of said Corporation, and at such place therein as the Board of Directors by resolution may from time to time determine.

ARTICLE II.

Legal title and ownership of all property of the Corporation shall vest in Business and Professional Women's Club of San Francisco, Inc.

ARTICLE III.

Corporate Seal.

This Corporation shall have a corporate seal consisting of a circle having on its circumference the words "Business and Professional Women's Club of San Francisco, Inc.," and containing the date of its incorporation.

ARTICLE IV.

Corporate Powers.

The corporate power and management of the Corporation shall be vested in a Board of seventeen (17) Directors, who must be active members of the Corporation, and nine (9) Directors shall constitute a quorum for the transaction of business.

ARTICLE V.

Election and Appointment of Directors.

Section 1. There shall be seventeen (17) Directors of this Corporation.

Sec. 2. The President, First Vice-President, Second Vice-President, the Secretary, the Treasurer, the Auditor and four (4) Directors at large, elected as such, shall be the elective Directors of this Corporation.

Sec. 3. The Honorary President of the Business and Professional Women's Club, an unincorporated Association, shall be a Director.

Sec. 4. The Chairman of the five (5) following standing committees: House, Membership, Program, Reception and Publicity, together with the Editor of the "Business Woman", shall be Directors and shall be appointed by the President and ratified by the nine (9) other elected Directors.

Sec. 5. Each Director, except the Honorary President, and the four (4) members of the Board, elected by the Club as Directors at large, shall serve for one year or until their successors have been elected and qualified.

Sec. 6. The four (4) Directors at large shall serve for two years, the term of two (2) Directors expiring every year.

ARTICLE VI.

Executive Committee.

There shall be an Executive Committee of the Corporation, to consist of the officers, viz: President, First Vice-President, Second Vice-President, Secretary, Treasurer and Auditor, who shall be empowered by the Board of Directors to conduct the routine business of the Club, and such other duties as may be conferred upon them by resolution of the Board.

ARTICLE VII.

Powers and Duties of Directors.

The Directors shall have power:

Section 1. To conduct, manage and control the affairs and business of the Corporation and to make rules and regulations not inconsistent with the laws of the State of California, or the By-laws of the Corporation, for the guidance of the officers and members and the management of the affairs of the Corporation.

Sec. 2. To cause to be kept a record of all its meetings and acts, and to present a full statement thereof in writing at the regular annual meeting. They shall meet regularly on the Friday next preceding the business meeting of the Corporation, at the time and place designated by the President.

Sec. 3. To appoint and remove all employees and agents of the Corporation, and to fix their compensation.

Sec. 4. The office of a Director may be declared vacant by a two-thirds vote of the Executive Committee on one or both of the following conditions: (a) If she fail to attend three (3) consecutive meetings of the Board without giving an excuse that is accepted by the Board. (b) If she shall cease to be an active member of the Corporation.

Sec. 5. A vacancy so occurring shall be filled by a qualified active member of the Corporation by the Board of Directors. Any Director so elected shall hold office only for the unexpired portion of the term of the retiring Director.

Sec. 6. To create Sections for the purpose of study, research, entertainment, philanthropy, or for such other purposes as they may deem expedient, and to ratify the appointment of the Chairmen thereof. The activities of respective Sections shall be confined to the specific subjects assigned to them, and all Sections shall at all times be subject to the direction and control of the Board of Directors.

Sec. 7. To incur indebtedness for the conduct and business of the Corporation, the terms and amounts of which shall be entered on the minutes of the Board, and to authorize the President and Secretary to execute obligations therefor on behalf of the Corporation; provided, however, that the total indebtedness so to be incurred shall not exceed the total sum of Two Thousand Dollars ($2,000) without and unless the consent of the membership of the Corporation shall have first been obtained by presentation to and vote by such membership upon the question of incurring such indebtedness at a special meeting called for that purpose, a vote of two-thirds of the members present at such meeting in favor of such action to be determinative of such consent.

ARTICLE VIII.

Officers.

The officers of this Corporation shall be: President, First Vice-President, Second Vice-President, Secretary, Treasurer and Auditor.

Section 1. The **President** shall be the Executive Officer of the Corporation, and shall preside at all meetings; shall sign, as President, all necessary documents, contracts, and instruments in writing. She shall have, subject to the limitation here n otherwise specified, general supervision of the policies of the Corporation, and general supervision and control of the operations of the Corporation. She shall make report at the regular annual meeting. She shall be a member ex-officio of all committees except the Nominating Committee, and shall appoint all committees not otherwise provided for. She shall discharge such other duties as may be required of her by these By-Laws or by the Board of Directors.

Sec. 2. The **First Vice-President** shall perform the duties of the **President** in case of the latter's absence or d sability.

Sec. 3. The **Second Vice-President,** in the absence or inability of both the President and First Vice-President, shall perform the duties of the President.

Sec. 4. The **Secretary** shall attend all meetings, and shall keep full and correct minutes of such meetings. She shall keep a correct list of the membership. She shall keep the membership records and records of the Corporation; she shall have custody of the seal of the Corporation, and shall perform any and all other duties prescribed under these By-Laws or by the authority properly delegated hereunder. She shall conduct the correspondence generally of the Corporation. In the absence of the Secretary from any meeting, the President may appoint a Secretary pro tempore.

Sec. 5. The **Treasurer** shall:

(a) Collect, receive and take charge of all monies for the Corporation, and deposit the same to its credit in such bank or banks as the Board of Directors shall designate.

(b) Disburse the funds of the Corporation only by authority of the Executive Committee or the Board of Directors as herein provided, upon warrants signed by the Executive Secretary and countersigned by the President.

(c) Keep such records and accounts of receipts and disbursements as will furnish accurate and comprehensive knowledge and statements of the sources of the Corporation funds and the purposes for which disbursed.

(d) Furnish to the Corporation a good and sufficient bond for the faithful performance of her duties, in amount to be determined by the Board of Directors.

(e) Render a report at the first regular meeting of each month, and an annual report at the annual meeting.

Sec. 6. The **Auditor** shall audit the monthly and annual reports and accounts of the Treasurer before the same are presented to the Club, and shall render a report of such audit at each such meeting.

ARTICLE IX.

Nominations.

Section 1. **Nominating Committee.** There shall be a Nominating Committee consisting of three members of the Club. The Chairman of the Nominating Committee shall be appointed by the President, one member of the committee appointed by the Board of Directors and the third member elected by the Club at the first business meeting in the month of each year. Nominations for the third member shall be made from the floor, and where there is but one candidate, the election of this member of the Nominating Committee to be viva voce.

Sec. 2. This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the Bulletin Board of the Club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place.

Sec. 3. Any twenty-five (25) members of the Club may compose an alternative ticket of candidates for the Board of Directors and Officers upon their signing the same and filing it with the Secretary of the Club at least two weeks before such annual meeting of the Club, and the list of the candidates so proposed shall be posted upon the Bulletin Board by the Secretary within two days after filing, and thereupon such alternative list or ticket shall also be voted upon at such annual meeting.

ARTICLE X.

Elections.

Section 1. Notice of all elections shall be sent to the membership either by mail or through the columns of the Club's official publication at least five (5) days prior to the date of said elections.

Sec. 2. Elections of Officers shall be held on the date of the annual meeting and shall be by ballot. Members may personally deposit their ballots in the ballot box. The polls shall be open from twelve noon until seven p. m. and shall be under the direction of an Election Board of five (5) members selected by the Club at the regular business meeting in January. The member receiving the highest vote for the office of Director shall be deemed elected to one of the Directorships. The member receiving the next highest vote for the office of Director shall be deemed elected to the other Directorship.

Sec. 3. Any member eligible to vote, failing to cast her ballot, shall be fined twenty-five cents (25c), said amount to appear upon her next statement for dues. Any member who shall furnish to the Board of Directors satisfactory reason for failure to vote shall be releived of the penalty.

Sec. 4. Delegates to any Federation of which the Club may become a member shall be nominated from the floor at a regular business meeting the month prior to the convening of the Federation, elected by ballot within two weeks thereafter. If notice of said meeting does not come in sufficient time to nom nate and elect such delegates as herein provided, delegates may be nominated and elected at the earliest possible time after receiving such notice. The President of the Club, by virtue of her office, shall be a delegate to any Federation or Convention at which the Club shall be represented.

ARTICLE XI.

Meetings.

Section 1. The regular meetings of this Club shall be held on the first and third Tuesdays of the month, and in any month having five Tuesdays, a regular meeting shall also be held on the fifth Tuesday, holidays excepted. The place and type of meeting shall be determined by the Board of Directors. The first regular meeting of each month shall be the regular business meeting of the club. The annual meeting shall be the first regular meeting in February, unless specifically provided to the contrary. "Regular meeting" as used herein shall mean the regular meeting specified, regardless of whether it shall be a business meeting or not.

Sec. 2. Special meetings may be at the call of the Chair or by direction of the Board of Directors, or on written request of twenty-five (25) members.

Sec. 3. Thirty-five (35) members shall constitute a quorum.

Sec. 4. Only Active and Life members shall have the power to vote.

ARTICLE XII.

Committees.

Section 1. There shall be the following Standing Committees, appointed annually by the President and ratified by the Board: House, Membership, Program, Reception, Publicity, Finance, Remembering Fund, and such other Committees as shall be deemed necessary and that shall receive a two-thirds vote of the members of the Board of Directors present at any regular meeting.

Sec. 2. The chairmen of the House, Membership, Program, Reception and Publicity Committees and the Editor of the "Business Woman" shall be members of the Board of Directors and entitled to vote as such members.

Sec. 3. **House Committee.** The House Committee shall consist of five (5) members, which shall have general supervision over the Club Rooms and prepare and post the rules and regulations necessary for the governing thereof. Three (3) members shall constitute a quorum for this committee.

Sec. 4. **Membership Committee.** The Membership Committee shall consist of five (5) members, which shall pass upon all applicants for membership. It shall communicate with resigning members and report all resignations to the Board of Directors.

Sec. 5. **Program Committee.** The Program Committee shall consist of three (3) members, which shall prepare programs for the Club meetings suitable for the occasion. No seeker of public office or political preferment, other than a Club member, shall be permitted to address the Club in reference to his or her candidacy.

Sec. 6. **Reception Committee.** The Reception Committee shall consist of five (5) members. It shall be the duty of the Committee to greet new members and guests and to promote acquaintance and sociability.

Sec. 7. **Publicity Committee.** The Publicity Committee shall consist of three (3) members, whose duties shall be to give out such information as to the activities and purposes of the Club through the press and other available mediums as would appear advantageous to the Club. Any member of the Club affiliated with the press or other mediums of publicity, who shall publish or cause to be published information relative to business transacted at the business meetings without the consent or authority of the Publicity Committee, shall forfeit her membership in the Club.

Sec. 8. **Finance Committee.** A Finance Committee of three (3) members shall be appointed by the President. One member of the Finance Committee shall be reappointed each year. No member shall serve more than two (2) succeeding years on this Committee.

This Committee shall prepare a budget which must be accepted by the Board of Directors before being presented to the Club for final action.

The Finance Committee shall investigate all investments of the Corporation and make recommendation to the Board of Directors.

All investments must be approved by the Board of Directors.

Sec. 9. **"Business Woman" Committee.** The "Business Woman" Committee shall consist of an Editor and such assistants as the Board of Directors may deem neces-

sary, appointed by the President.

Sec. 10. The President shall appoint an **Adjustment Committee** consisting of three (3) members, who shall not be members of the Board of Directors. Upon receipt of a signed written complaint as to the conduct of any Club member, the committee, at their discretion, may investigate, making a report of their investigation to the Executive Committee.

The members of the Adjustment Committee must pledge themselves to investigate the matters brought before them without prejudice and in an impersonal way and to hold confidential all information acquired from or about and against the accused and not to discuss the matters brought before the committee with any members of the Club other than the Executive Committee.

Upon proof being made to the satisfaction of the Executive Committee that any member of the Adjustment Committee has violated this pledge, each and every member found guilty of a breach of her pledge shall be dismissed from the committee, and shall not be eligible for office or act on any committee for one year from the time she is dismissed from the Adjustment Committee.

Sec. 11. **Remembering Fund Committee.** The Remembering Fund Committee shall consist of five (5) members, four (4) appointed by the President and approved by the Board of Directors. The President, by reason of her office, shall be the fifth member. Two members of the Committee shall be reappointed each year. No member shall serve on this Committee for more than four consecutive years.

(a) The purpose of the Remembering Fund is that of Service Fund, to be used for helping people both members and non-members of the Club.

(b) The fund to be used by this Committee shall be created by crediting to its account the monies from time to time, of such monies as shall be created through income of the Corporation other than that received from initiations, dues, interest and dividends; this percentage to be determined upon the recommendation of the Finance Committee in consultation with the Remembering Fund Committee and a majority vote of the Board.

(c) The activities of the Remembering Fund Committee shall not extend to any other philanthropic section of this Corporation.

(d) No greater amount than Two Hundred Dollars ($200.00) shall be allotted to any one beneficiary, the majority consent of the Remembering Fund Committee and the Board of Directors shall have been obtained.

(e) The Fund shall be kept in the custody of the Treasurer of the Corporation. The Treasurer shall keep such portions of the fund as may be designated by the Remembering Fund Committee in the savings bank, subject to the withdrawal on order of the Committee when approved by the Board of Directors. With the consent of the Remembering Fund Committee, upon the recommendation of the Finance Committee, approved by the Board of Directors, any portion of the fund not in active use may be invested.

ARTICLE XIII.

Membership.

Section 1. The membership of this Club shall be divided into four (4) classes, viz.: Active, Associate, Life and Honorary.

Sec. 2. Active Members shall be those elected to membership as such, and the number shall be limited to six hundred (600).

(a) Any woman actively engaged in or employed in business or the professions in the City and County of San Francisco, or who, within one year last past, was so engaged and retired from business or a profession, is eligible to become an active member of this Club. No member shall cease to be such because of the existence, subsequent to her affiliation with this Club, of a club in her city, town or locality, affiliated with said Federation.

Sec. 3. Any representative firm may have the privilege of designating a woman in their employ who possesses the qualifications necessary for Active Membership. Where her membership fees and dues are paid by a firm, should said member leave their employ, or said firm desire to substitute another employee, her membership automatically ceases, and her successor acquires the membership privilege without the payment of a further initiation fee on the part of said firm.

This does not prevent any member so superseded from becoming an Active Member by filing application and paying initiation fee and dues in the regular manner.

Sec. 4. **Associate Members.** Any Active Member of this Club in good standing, whose business or employment makes necessary a transfer from San Francisco, upon notifying the Secretary of said transfer and filing application therefor may become an Associate Member. The payment of dues as an Associate Member will be prorated from the date of filing such application. In case such member shall again engage in business or become employed in the City and County of San Francisco, her Associate Membership automatically ceases, and Active Membership dues, prorated, will become due and payable at that time.

Sec. 5. **Life Members.** Any woman who has been for one year an Active Member of this Club may become a Life Member upon the payment within six (6) months from the date of application for such membership of the sum of One Hundred Dollars ($100.00), same to be made in a single payment. Life Members shall be entitled to all the rights and privileges of Active Membership. Money received from Life Membership shall be kept in a separate fund and only the interest thereon shall be used for the current expenses of the Club. Not more than fifteen (15) Life Members shall be elected in one (1) year.

Sec. 6. **Honorary Members.** Honorary Members shall be women resident in San Francisco who are not eligible to Active Membership in this Club and who have rendered service of specific value to women or to the community. Honorary Members must be nominated for such membership by the Executive Committee and elected by two-thirds vote of the members present at a regular meeting of this Club. The names of women nominated for Honorary Membership shall be posted on the bulletin board of the Club at least two (2) weeks before such meeting. Honorary Members shall be entitled to all the rights and privileges of membership, except those of voting or holding office.

Sec. 7. Any woman employed in San Francisco, who presents satisfactory evidence to the Membersh p Committee of the Club that within a period of one year she was a member in good standing of a club affiliated with the California Federation of Business and Professional Women's Clubs, Inc., upon acceptance by said Membership Committee, may become a member of this Club upon the payment of dues required of Active Members. She shall be required to pay the difference in the amount of fee between that of the Club from which she holds membership and the Business and Professional Women's Club of San Francisco, Inc.

Sec. 8. **Application for Membership.** Application for membership shall be in writing upon blanks provided by the Club, and shall be filed with the Chairman of the Membership Committee. An application for Active Membership must be proposed by one and endorsed by another member of the Club, both of whom must be personally acquainted with such applicant. The names of applicants for membership shall, after being accepted by the Membership Committee, be posted on the bulletin board for a period of at least two (2) weeks. If no objections to the applicant are filed at the expiration of that period, she shall be elected to membership and so notified by the Secretary.

Any objection to the admission of an applicant on the part of any member of the Club must be presented in writing to the Chairman of the Membership Committee within ten (10) days after the name of such applicant has been posted on the bulletin board. When any objections are filed in writing they shall be referred by the Membership Committee to the Board of Directors. It shall require a two-thirds vote of the members of the Board of Directors constituting a quorum, present for the acceptance of a member against whose admission there has been filed a written protest, unless such protest shall have been withdrawn. If any applicant is rejected, the Chairman as such, and the Membership Committee shall so notify the proponents of such applicant.

Applicants for membership may be withdrawn by the proponents at any time prior to action taken thereon by the Board of Directors.

Sec. 9. Any member in good stand.ng desiring to withdraw from the Club may do so upon presenting her resignation in writing and paying all sums due from her to the Club to and including the date of her resignat on.

Sec. 10. Upon satisfactory proof being presented to the Board of Directors that any member has disturbed the harmony or impaired the good name of the Club, she may be reprimanded, fined, suspended or expelled.

Sec. 11. No salaried employee of the Corporation, while serving as such, shall be a member of the Club.

ARTICLE XIV.

Section 1. **Reinstatement.** Any Active Member of the Club in good standing at the date of the acceptance of her resignation from the Club may again become an Active Member at any time thereafter, at the discretion of the Board of Directors, by paying the dues of an Associate Member from the time of her withdrawal to such reinstatement, without payment of a new initiation fee and without further action by the Club.

ARTICLE XV.

Fees and Dues.

Section 1. The initiation fee shall be Twenty-five Dollars ($25.00). The initiation fee and dues for the current half year must be paid within thirty (30) days after a member has been notified in writing of her election to the Club, or such election may be declared void by the Board of Directors. The initiation fee may be revised or suspended in a general emergency situation by the unanimous vote of the Board of Directors.

Sec. 2. The dues of Active Members shall be Ten Dollars ($10.00) a year, payable semi-annually in advance on the first day of March and the first day of September of each and every year plus the dues of any Federation of which the Club may be a member, and fifty cents per year subscription for the "Business Woman." Any Active Member who is absent from California for a period of three (3) successive months or more may, by giving notice to the Board of Directors at the time of her departure, be placed on the absentee list, and during such absence, shall pay one-half the regular dues.

Sec. 3. Dues shall be pro-rated from date of acceptance on a quarterly basis.

Sec. 4. The dues of Associate Members shall be Two Dollars ($2.00) per year, payable in advance on the first day of March of each and every year, plus fifty cents (50c) per year subscription to the "Business Woman."

Sec. 5. Life Members shall pay the sum of One Hundred Dollars ($100.00) in a single payment within a period of six (6) months after making application for such membership, and thereafter shall pay no further dues.

Sec. 6. No dues shall be required of Honorary Members.

Sec. 7. Any member who shall be in default in the payment of dues for thirty (30) days shall become delinquent and will be posted without further notice, and shall not be entitled to vote; and any delinquent member who shall fail to pay such dues within thirty (30) days after notice from the Secretary of such delinquency shall be dropped from membership and cease to be a member of this Club.

ARTICLE XVI.

Endorsements.

Section 1. The name of this Club shall not be used in the endorsement of any enterprise, person or policy, or legislative measure except by a two-thirds vote of the members present and voting on and after notice of such proposed action has been mailed to each member at least three (3) days previous to the meeting when action is taken.

No person may solicit funds, or sell tickets, for other than club activ.ties in the club rooms or at any meeting of the Business and Professional Women's Club, Inc., without first having secured the approval of the Board of Directors.

ARTICLE XVII.

Amendments.

These By-Laws may be amended or repealed and additional By-Laws may be adopted at any regular meeting of the Corporation by a two-thirds vote of the members present, provided that notice shall have been given at the previous meeting, and written or published notice, giving a copy of the proposed changes, is mailed to each member of the Club at least one week before action is taken.

ARTICLE XVIII.

Robert's Rules of Order, Revised, shall be the authority for all proceed.ngs when not in conflict with these By-Laws.

KNOW ALL MEN BY THESE PRESENTS:

That we, the undersigned, Directors and Secretary of the Corporation known as and called the "BUSINESS AND PROFESSIONAL WOMEN'S CLUB OF SAN FRANCISCO, INC.," do hereby certify that the above and foregoing By-Laws were adopted as the By-Laws of said Corporation on the ..... day of ..... A. D. Nineteen Hundred and Thirty-two, and that the same do now constitute the By-Laws of said Corporation.

Directors.

HOUSE RULES.

Hours. The Club Rooms shall be open every day except Saturday, Sunday and holidays from 9:30 a. m. to 4:30 p. m. Any member wishing to enter the rooms at hours other than these may do so by applying at the desk in the lobby of the building for the key. Such member shall exhibit her membership card to attendant in order to obtain key and shall register receipt and time of receiving same. On leaving the rooms, key must be returned to the desk.

Luncheon Privilege. Membership cards must be validated on the back thereof. Upon application each card will be validated on the back by an officer authorized by the Western Women's Club.

Club membership cards shall be exhibited at any time upon request of an attache of the building.

Telephone Calls. Members using the Club telephone must pay to the Secretary five cents for each local call. If Secretary is not present, coin should be left for her. No personal long-distance calls are permitted.

Mail. Mail sent to the Club will be forwarded to member's address as found in the Secretary's roster, unless otherwise instructed.

Personal Property. The Club is not responsible for the safe keeping of any article left in the Club Rooms. Books or personal effects left in the Club Rooms beyond thirty days will be disposed of.

Library. No books shall be taken from the Club library unless a record is made thereof, showing the date, the names of the books taken and the name of the member are given to or left for the Secretary. Such member shall be held responsible to the Club for the return of such book within a period of two weeks.

Club Rooms. Members and Sections using the Club Rooms shall be held responsible for the tidy appearance thereof. In general any article in the possession of the Club which is properly used by a Club member or a Section must be returned to its place immediately the member or the Section has finished with same.

Guests. Each member may give friends from out of town guest cards covering a period of two weeks for each guest during a year. Such guests are entitled to all the privileges of the Club during their visit with the exception of the business meeting. This guest privilege is limited to ten guest cards a year for each member.

Supt Music Dept
SPECIAL COLLECTIONS

The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 MAY 28, 1932 No. 22

Weekly Program

May 31—DINNER, 6:15 P. M.
Western Women's Building.
Speaker: Mr. Glenn A. Miller.
Subject: "The Akron"—with moving pictures.

June 2—Choral Section, 6:45 P. M.

June 2—Thursday Open House, 8:00 P. M.

Hostesses

Elsie Monte	Minna Brown
Grayce Dempsey	Adele Metzner
Eleanor Middlehoff	Allene Schuerbrock

Coming Events

CALIFORNIA
JUN 6 - 1932
LOANS

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

OPEN HOUSE

What a delightful combination, delicious cake nt in to us by Alice Kennedy and Allene Schuerrock and special tea with that "come again" roma such as only Allene knows how to produce, all ade more attractive by the beautiful flowers sent wn for the evening by Mrs. Anne Joseph! Mrs. oseph is now working in Richmond and gets in to e us very seldom, we are sorry to say.

To Rose Haas, who also has migrated to Richond, we are indebted for a donation which replenhed the contents of our larder.

We were pleased to welcome Miss Brown of the usiness and Professional Women's Club of Los ngeles and her guest, Mrs. Claussen, and hope to e them again.

Mrs. Samuels called upon us as guest of Ida rebinar and promises to come again when she can ay bridge.

Miss File made a fourth at bridge, as guest of llen Robbins, but she went away without a prize. ry again, Miss File.

Ada Brace caused many a laugh and "HOPE" ith her usual efficient fortune telling. Can you agine Ada being anything but efficient?

Mrs. Bertha Brown of John Breuner Company id us one of her too seldom visits. She came in th Ada Brace and it was good to see these two.

Another table was occupied by four of our Traffic ub friends, Miss Lawrence, Mrs. Weber, Mrs. ancy and Miss Wilde. We hear that they are to be rt of an enthusiastic group which will attend the rd party at the Hotel Whitcomb next Wednesday ght.

And how our visitors just delved into the picture zzles loaned by one of our "M. M.'s"! When ey were all finished, the anagrams came into their n.

Well, we enjoyed you all whether you were a puzzler or a bridger and were sorry to see you go; we look forward to our next Thursday open house on May 26.

ONE OF THE COMMITTEE.

PIONEER

Each time we make a choice, we pay
With courage to behold resistless day,
And count it fair.

AMELIA EARHART.

Amelia Earhart, the first woman to fly the Atlantic alone, as she was the first woman, four years ago, to fly it as a passenger, has been described as "an unusual mixture of the artist and the practical person."

As aviatrix, settlement worker, business woman, poet, and student of literature, she has met life with the joy of an explorer and made of it a story of absorbing interest. Born in Kansas, she was reared in California and studied sociology at the University of Southern California, completing her studies at Harvard and Columbia. She was one of our earliest women flyers, making her first solo flight in 1918, after only ten hours of instruction, and soon won her pilot's license.

The same courage, enthusiasm and intensity of purpose are manifested in everything that she undertakes. As a settlement worker at the Denison House in Boston, she made of her job a great adventure in helping the unfortunate and in bringing to them youth and the joy of living. On the completion of her flight in 1928 in the Fokker monoplane *Friendship* from Newfoundland to Wales, she returned for the Boston summer school work.

American women may well be proud to be represented in this great flying achievement of 1932 by one who embodies such fine qualities of idealism and practical accomplishment.

M. M.

The Business Woman

Published Weekly, 609 Sutter Street

San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor.....Marion Morris, 2655 Polk Street
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Rose D. Miller
Honorary President, Lillian Palmer

DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

CHAIRMEN OF STANDING COMMITTEES

Finance.....Bertha J. Dale
House.....Nettie Smith
Membership.....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

AYE, AYE, MATIES!

Shall we a-boating go? A worthy club, The Barnacle Club, holds forth yearly upon our bay—this year via the *City of Sacramento*, Sunday, June 5. The club invites many other clubs to join with them, and endeavors to keep tab on the crowd. It is one of those meandering tours to the various points of interest — the water-front, the Islands, San Pablo Bay, Mare Island, Carquinez, Richmond, Alameda County, Hunter's Point! A restful day, with no particular activity. Bring your own lunch, a newspaper. They play cards, they sing, they dance. Or you can buy your eats on board. Price of trip, $1. Now what say you? If enough are intrigued—we'll GO!

GERTRUDE D. TUBBS, Chairman Events.

CLUB NOTES

B. M. PIERCE

Mary Crookston entertained the 1931 Board Directors of our club with a dinner at her home l Sunday evening. It was a very enjoyable affair.

After spending a month's vacation in Southe California, Etta Graff returned to her desk l Monday.

Among club members attending the meetings the Soroptimists this week were Anna Hunt, Ma Mooney, Sara Heine and Daisy Prechtel. There w a boat trip around the bay on Sunday. The conv tion will be held in Sacramento over the week-e of the 29th and 30th.

Helen Doble will serve on the Board of Direct for the Association of Pioneer Women for the co ing year. The new officers will be installed at t meeting of Pioneer Women to be held on June 3.

Gertrude Wise, who has been laid up with sprained ankle for the last two weeks, is now a to be around again.

You will be glad to know that Mrs. Cosgrove, w has been quite ill with flu and pleurisy for the l few weeks, is now feeling very much better.

Jessy Scott spent last week lecturing in S Mateo, and spends this week in Sacramento.

Lilian Elias leaves on the 28th on the steam *H. F. Alexander* for a week's visit with friends Los Angeles.

Annie Little Barry opened the week of the 2 at the Jane Friendly Department of the San Fr cisco *Chronicle* with a short talk on "Home E nomics." Charlotte McClelland gave a ten-min talk on Thursday evening on "The Business Wom as a Home Maker."

There was quite a representative attendance l Monday at the fifteenth birthday anniversary din of the Women's City Club, about forty of our me bers being present to enjoy the very fine dinner a program.

Margaret Sutherland is not taking her us summer trip to St. Helena this year, on account having an operation on her feet.

Welcome home to Gail Sheridan, after spendi about two years in the East and traveling ab European countries.

We are very sorry to hear of the illness of Wan Epsteen's mother and hope she is getting al nicely.

Ceil Hamilton spent the last week in Los Ange attending the meeting in Southern California the Republican Women. Mrs. Hamilton is presid of the San Francisco group of this organization.

Miss Philbin of Portland, Oregon, who is the official representative of the United States Chamb of Commerce, was a visitor at our club dinner Tuesday night. Annie Little Barry presided at dinner and told us something about the recent c vention work in Los Angeles.

Sorry to learn of the severe accident to M Bessie Jones, who is the sister of Lillian Hall. hope she has a speedy recovery.

ARE YOU GROPING IN THE DARK?

"Learn to rule out of your thought the things that make for failure and unhappiness!"
Phone for interview

HENRI NAPIER CARMER
Consulting Psychologist

GA rfield 9540
or
AS hberry 6072

AN UNUSUAL VISITOR

He dropped into my office with a grin on his face.
He talked about the weather and the college football race,
He asked about the family and told the latest joke,
But he never mentioned anyone who's suddenly gone broke.

He talked of books and pictures and the play he'd been to see,
A clever quip his boy had made he passed along to me,
He praised the suit of clothes I wore and asked me what it cost,
But he never said a word about the money he had lost.

He was with me twenty minutes, chuckling gayly while he stayed,
O'er the memory of some silly little blunder he had made;
He reminded me that tulips must be planted in the fall,
But calamity and tragedy he mentioned not at all.

I thought it rather curious when he had come and gone,
He must have had some tales of woe, but didn't pass them on.
For nowadays it seems to me that every man I meet
Has something new in misery and moaning to repeat.

And so I wrote these lines for him who had his share of woe
But still could talk of other things and let his troubles go.
I was happier for his visit—in a world that's sick with doubt,
'Twas good to meet a man who wasn't spreading gloom about.

Bulletin of Credit Managers' Association of Northern and Central California.

DRAMATIC SECTION

Following is an announcement by Gertrude Tubbs, Theater Conductor:

June Theatrix

June 14, Tuesday. Dramatic Night at the Curran, to enjoy "The Barretts of Wimpole Street," with that splendid actress, Katherine Cornell. Recall her last year in "Dishonored Lady," and you will want to go again. Gallery prices soaring—plus section tariff—$1.25.

June 25, Saturday. Entertaining members to Regional Meet of the Northern District and State Board, at the Geary, in a mystery comedy, "Whistling in the Dark," by full New York company. This for 50 cents.

Following Wednesday, June 29. Theater uncertain—we laugh with Billie Burke—this for half a peso. Dass'al, GURTY.

SYLVIA KEMPTON, Chairman.

THE PENSION MARIE
(Mary's Boarding House)
2576 Washington St. FIllmore 9670
Available June 1: a single room, also a very large, heated, sunny room for two. Plenty of fresh fruit and vegetables; living room for guests; car service most convenient in city. French conversation and free French lessons if desired.
Single room, $50 per month; double, $40.

We offer you
Tastily Prepared
Luncheons and Dinners
In attractive surroundings
Table d'hote or a la carte
Prices Reasonable

MARY ELEANOR
445 POWELL ST.
Opp. Sir Francis Drake Hotel

J. Venables
C. Brown
R. Young
M. Hunter
VENABLES BEAUTY SALON
Special Rates in Our New Quarters
Permanent Wave, $6.50 Haircut, 75c
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Service That Satisfies
Flowers for All Occasions
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Graduate Swedish Masseuses
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CALIFORNIA'S
STATEWIDE BANK
INVITES
YOUR ACCOUNT
A CONVENIENT BRANCH IS NEAR YOU
BANK of AMERICA
NATIONAL TRUST & SAVINGS ASSOCIATION
Member Federal Reserve System
Bank of America National Trust & Savings Association, *a National Bank*
and Bank of America, *a California State Bank*
are identical in ownership and management
410 offices in 243 California communities

ADVENTURES OF ADELAIDE

Adelaide, after a day or two in the wonderful city of San Francisco, wondered what was the matter with her. She awakened one morning feeling low and dispirited. How would she ever get through the day? "I have it," she said; "I'll go over to ERICKSON & SWENSON, THE GRADUATE SWEDISH MASSEUSES." This she did, and what they did for her was wonderful. She came back feeling like a million dollars and forthwith proceeded to spend some of them.

She realized by this time that her figure had grown much too much and remembered an "ad" of ANITA K. MAYER'S to the effect that figure faults could be remedied by correct corset fitting. She was amazed at the results Anita accomplished but dismayed when she realized that her dresses would not fit her at all now. She had stopped at the BANK OF AMERICA on her way down town for some money and wondered not how long it would last but how soon she would have to withdraw some more. But another inspiration seized her and she decided to take her dresses to the REMODEL SHOP. But before doing so, she stopped at the Y. W. C. A. and had a good lunch. Many nice things were accomplished at the Remodel Shop and to these she added some dresses from "FRANC-ANN" and "GREBBIE" Shops. The result was a wardrobe of stylish dresses for a small outlay.

But one thing calls for another and the next thing was shoes. Comfortable they had to be, smart if possible. F. L. HEIM & SON, INC., supplied shoes in which both these qualities were exemplified.

As she was in the vicinity of MARY ELEANOR'S, she determined to call her friend MARIE MACDONALD JENSEN to have tea with her. As Marie was not engaged, she was glad of the opportunity of having a visit with her friend and on her way stopped at the FRANCIS FLORAL CO. for some of their lovely spring flowers for Adelaide. At tea the question of a position for Marie was discussed and Adelaide suggested that she have some neat cards printed at the MARGARET MARY MORGAN CO., stating her qualifications, and distribute them among her friends and acquaintances, especially to MARY BAKER, who in her capacity of public stenographer came in contact with many people.

Later while they were at dinner at SOLARI'S, Adelaide realized she had lost her glasses purchased from DR. RAE MORROW, the optometrist. She felt quite helpless without them, but knew she could have them replaced quickly by telephoning Dr. Morrow. In the meantime, however, she tripped over a rug and had to call on DR. HAMILTON, osteopathic physician, for help, which was given quickly and efficiently. While recovering from this accident, Adelaide improved her time by reviewing her shorthand (GREGG). Her many friends in the San Francisco Business and Professional Women's Club sent tokens of their regard, also called often to help her pass the time away. It was during this period also that she heard that a certain ex-president of the club was to be married. After consulting her mother, Adelaide decided that the best place to select a wedding gift would be at THOMAS P. DAVEY, 209 Post Street. She soon was able to carry out this idea and after doing so, packed her lovely wardrobe, bade her friends goodbye, and returned to Adobe and her position.

M. C. Brown.

Hula dancers.
Ghosts walk to the fall of lava and dancing flame
Princesses, Hula maidens, gorgeous leis, blossom
of wondrous hues, colorful tunes.
All are found in lovely Hilo on June twelfth.

OUR WOMAN SENATOR

Mrs. Hattie Caraway of Arkansas, first woman to be elected to the Senate, has filed notice of h candidacy for renomination in the State Democrat primary of August 9.

On May 9, Mrs. Caraway for a time sat in t Vice-President's chair — the first woman ever hold the Senate gavel.

"GOING ON SIX"

On May 23 the Western Women's Club celebrat the fifth anniversary of the opening of its buildin A birthday luncheon was held in the ballroom, f lowed by a program of music and dancing in t Community Playhouse. And, along with the ce bration, came the joy of looking back over the pa five years and of seeing what has been accomplish by the centralization of women's activities since t doors of the building were thrown open, back 1927.

EMILIE MELVILLE

"A long life with much in it" — with the words Emilie Melville, just a few months a summed up the past eighty years. When last Mo day she was laid to rest, San Francisco lost world-famous artist.

From the eighteen sixties to the nineteen thirti she brought delight to our audiences, for her l appearance was made only two years ago. T charm and vivacity of her personality contribut to her genius and remained with her to her l performance.

We are proud to have numbered her as one us, and her memory will live ever fresh with the whose privilege it was to know and love her.

THE REMODEL SHOP
209 Post Street

"Gee! Margy, what a sweet dress! Model?"
"Heavens, no. REMODEL SHOP, made over from a couple of old ones. You'd be surprised how little it costs. Call SU tter 4273. They make darling dresses of your own material,—and
Economy is the fashion!"

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MARGARET MARY MORGAN CO.
Engraving · Printers · Publishing
619 California Street
San Francisco
Phone DOuglas 0551

F. L. HEIM & SON, INC.
We suggest the purchase of a pair of our
SHOES
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New styles and new low prices.
374 GEARY STREET
Just above St. Francis Hotel
Telephone KE arny 4591

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JUNE 4, 1932 No. 23

Weekly Program

June 7—Dinner, 6:15 P. M.,
Western Women's Building.
BUSINESS MEETING.

June 9—Choral Section, 6:45 P. M.

June 9—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon	Clara Brown
Isabelle Banz	Adele Metzner
Sarah McLaughlin	Allene Schuerbrock

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

CIVIC SECTION

"The income is the fairest means of taxation, ut it must not be too high," said United States ttorney Esther Phillips at the recent meeting of e civic section.

Her discussion of revenue measures now before ongress included a lucid explanation of the trend f taxation legislation during the past decade. In ointing out the importance of the increasing inter- t of women in legislative matters, she said: "We ce a challenge to reduce extravagance in govern- ent."

Miss Phillips also outlined the sales tax and the e billion dollar prosperity loan.

Mrs. Edward Dexter Knight, assistant vice-presi- nt of the Bank of America, also stressed the im- rtance of group study of legislation by women, d said: "We must conceive of government as a ing business which must plan ahead so as not to ipple future administrations." She pointed out at we must not expect a new economic corner- one to be laid in Washington, but must balance r own budgets. She urged that we meet the pres- t crisis by individually striving to reorganize our rsonal affairs and by working as a group on eco- mic political problems.

The section is deeply indebted to these two out- anding women and club members for their con- ructive and inspirational talks.

NORA BLICHFELDT, Chairman.

DRAMATIC NIGHT

At the Curran — Tuesday, June 14. Katherine rnell in "The Barretts of Wimpole Street"— e play of the season—price $1.25—reservations th

SYLVIA KEMPTON, Chairman,
or GERTRUDE D. TUBBS.

BON VOYAGE!

And we weigh anchor! Yep, Sunday morning, June 5, at 9 A. M. sharp, we embark from the north end of the Ferry Building, Clay Street Wharf, adjacent to Pier No. 1, on board the *City of Sacramento!* A restful, happy boating on the bay—dipping hither and thither and yon! The cost is One Dollar. You may eat aboard at reasonable figgers — or bring your lunch and add s'cups-o-koffey! Just a day to do your will—read, chatter, play cards, dance, dine, snooze! You may come at the last moment, but it is preferable to let me have your reservation and dollar in advance. Bring your goggles—bring your coat!

GERTRUDE D. TUBBS.
Chairman Events.

CERTAINLY

Our card party was a success! How could it be otherwise under the capable leadership of Isabelle Banz and her loyal assistants?

About four hundred of us and our guests assembled in the roof garden of the Hotel Whitcomb on Wednesday night, when this lovely party was held.

The committee in charge made us all feel welcome and later we were shown to our tables to await our guests.

The roof garden itself, with its kaleidoscopic lighting and other colorful fixtures, was an ideal place for the gathering of this friendly group and the evening passed quickly and pleasantly.

It is a privilege to belong to this club and to rest assured that everything our leaders undertake will be done well. As beneficiaries of the untiring efforts of all those who direct our activities, we should be ever ready with whatever aid we may possibly give—AND WE ARE!

R. D. M.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Madge G. Radelfinger
Business Manager.....Nancy H. Jordan

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First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
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DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

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Finance.....Bertha J. Dale
House.....Nettie Smith
Membership.....Berenice Magness
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

PERSONALITY

Henri Napier Carmer has returned from a delightful trip to Yosemite and Grand Canyon, of which more next week. When last heard from, she was back at work with renewed vigor and enthusiasm, and engaged in the preparation of eight talks for June.

Three of these, on the subject of "Building Personality in the Work Shop of the Mind," are to be given at noon in the Metaphysical Library in the Liebes Building, on June 3, 10, and 17. Any members who can spare a part of the noon hour will derive benefit and inspiration from hearing these talks and should drop in, if only for a short time.

WE POINT WITH PRIDE—

Your reporter having been assigned the ve pleasant duty of interviewing our first vice-pres dent, learned with surprise that she had spent a pa of her early youth in a convent! However, Mi Dale explained that this interesting experience w in a clerical capacity during her first employme with the P. G. and E. Company after the fire 1906, when the company was located in the old co vent at the corner of Ellis and Franklin Streets.

After ten years in the auditing department, s became secretary to the San Francisco divisi manager. When the company decided to establi a personnel department in 1922, Miss Dale w placed in charge of the women's division. The d partment, which started with two persons, Miss Da being one, now numbers twelve employees, and t company, which had fifteen women in its employ 1906, now has twelve hundred. When she adde "I follow up all the girls to see that they're happ that they're getting on all right, and to give the help if needed in adjusting themselves to the jobs," one could easily imagine that a position such importance and responsibility is a full-tim task.

Miss Dale admitted that her youthful ambiti had been to become a physician, and the membe who have seen and recognized her ability in vario capacities will agree that she would have been w qualified for the profession of medicine. It is u questionably those very qualities of personality a character, of human understanding, sympathy, a approach of value to a doctor which have enabl her to make a shining success of her personnel wo in judging the capacity and fitness of the two hu dred women who come before her monthly. Fro them are filled all vacancies in the staff of wom in the company, which is rated as the second large public utility in the United States.

The mental attributes a young business wom who aspires to personnel work should have, Mi Dale believes are: patience, judgment, intelligen common sense, sympathy, optimism, tact, sincerit and a genuine interest in women. In her opini college is desirable but not necessary. It is, course, much more of an advantage now than it w twenty-five years ago, when she started her busin career. A good high school education and a th ough business training are essential for advan ment.

Miss Dale believes that there are opportuniti for women in personnel work in large organizatio such as her own company. Certain qualities a essential, such as good health and physical vig This is especially so in trying times like the prese when so many young women come to her for wh she is able to do nothing except send them on th way with a cheery smile and a hope for succ later. And that we feel sure, knowing Bertha Da is what every girl whom she interviews gets in f measure. We are proud of our first vice-preside and the distinguished position she has achieved the business world through ability, application, a hard work.

ETHEL MAXWELL.

THANK YOU

Our card party is now but a pleasant memory, a its success was due to the co-operation of the co mittee and co-workers. Please accept my gratitu for the splendid work you all did.

ISABELLE E. BANZ.

CLUB NOTES

B. M. Pierce

Nancy Hart Jordan spent last week-end visiting
r relatives in Colusa.

Edith Floyd and her sister spent Memorial Day
olidays at the Little Cottage of River Winds at
armel-by-the-sea.

Frances Eagan is enjoying her two weeks' vaca-
on just taking short trips around this vicinity and
ntertaining a friend from Los Angeles.

May Cummings and her sister leave June 4 for a
vo weeks' vacation and rest at Siegler Springs.

Annie Little Barry, State President of the Fed-
ated Clubs, and Mrs. Helen Knight leave June 2
attend the bicentennial conference in Seattle,
ashington.

Nell Palmer and her niece motored up to Sonora
er Memorial Day, attending the second annual
ret Harte pageant, held in one of the most pic-
resque and historic sections of the state near the
d town of Columbia.

Suzanne V. Bolles has been appointed legal rep-
sentative of the British Consulate. On May 23
e was admitted to practice law before the United
ates Supreme Court at Washington. At the pres-
t time Mrs. Bolles is in the East on a business trip.

We wish Irene Brooks much success in her new
nture selling homes and real estate in Oakland.
e is now located at the Hotel Lakehurst, Nine-
enth and Jackson Streets, Oakland.

Dora Floyd, who has been quite ill for a month
Redwood City, has improved so much that she
ll return to her desk on June first.

Our hats off to Minna Brown — she not only
oved, but also cooked a fine dinner for five, all on
st Saturday afternoon, and Eleanor Robson came
er from Lansdale and spent the week-end with her.

Miss Suzanne Heckler of Missoula, Montana,
sited our club rooms during the convention of the
ited States Chambers of Commerce.

Don't forget Frances Ipsen is again hostess at
e White Sulphur Springs resort this season—so
ny of us enjoyed vacations there last summer.

Some kind member has donated two new books
r our Library: "Martha and Mary," by Anker
rsen, and "State Fair," by Phil. Stong. We
e grateful for this thoughtfulness.

Dr. Fernald left Thursday for a short trip to Los
geles.

Sorry to hear of the illness of Margaret Dailey's
ther, which keeps her over in Berkeley most of the
ne.

Alice Jones and her mother are spending Memo-
l Day with relatives in Sacramento.

Edythe Wiltse and Jean Kerrison are spending
holidays over in Marin County at Stone House.

Madge Radelfinger and her husband went on an-
er fishing trip last week-end to Blue Lakes—
ven't heard about the catch yet, but suppose they
d their usual good luck.

Virginia Marshall is breaking in her brand new
r with a trip to the Santa Cruz Mountains and
aches on Memorial Day.

DR. SUSAN HARRIS HAMILTON
DR. MARION TURNEY
OSTEOPATHIC PHYSICIANS
DOuglas 1591
991 Geary Street San Francisco

BUSINESS WOMAN CONTEST

Adobe, California.

Dear Editor of
The Business Woman:

I'm going to be married. It's a secret. Yes, to Henry. Came up from Adobe last night to get my trousseau. Had a dandy fifty-cent dinner at the Y. W. C. A. CAFETERIA. A "talky" business woman at my table gave me your paper—said every ad in it would save me time and money. So first thing next morning I hurried to GREB-BIE SHOP and got the dandiest blue going-away suit and hat. Mrs. "Grebbie" was nice. Said: "Encourage your silhouette—a good modern corset, I mean."

So I flew to ANITA K. MAYER. She encouraged my silhouette with a swell pink contraption anchored with six garters. Say, Adobe's going to take notice.

The REMODEL SHOP put a knock-out scarf on my old dress while I was getting cuff-links for Henry at THOMAS P. DAVEY'S in same building. Solid silver, but Henry's worth it. Stepping high, in snake shoes I got at F. L. HEIM & SON'S, I ordered the creamiest up-to-datest wedding cards at M. M. MORGAN CO., then undulated to the FRANC-ANN for a darling bargain print dress. Looking in my purse I got a queer gone pain, and my eyes seemed failing. Believe me, I made tracks for DR. SUSAN HAMILTON. She said: "Better take time and eat a good meal, with plenty of rhubarb and sauerkraut on the menu." I'd heard SOLARI'S RESTAURANT woke you up with a variety of tasty food, but felt I needed a good optician first, so rushed to RAE MORROW'S. She didn't charge a cent. Said I'd been looking too long at a near object. I said — I had — at Henry. "Fine," she nodded, "but take your eyes off him now and then, and look far off."

That made me think of the graveyard and making our lot there classy, so off I traipsed to THE FRANCIS FLORAL COMPANY for a real swell wreath, charging same to Henry, so he'd feel in the family.

Being near MARY ELEANOR'S TEA ROOM, I went there and had a marvelous dinner, and over the ice cream mapped out my honeymoon. It's said it'll go stale on you if you don't have a program, so Henry and I'll finish The Business Woman's ads. These hard times the groom should only spend on the bride and not try saving—so will only look at BANK OF AMERICA, and as for MARY H. BAKER, Public Stenographer, I won't let Henry look at her at all. Hear she's too good-looking, but he can treat me to those Swedish Masseuses, ERICKSON & SWENSON, and a couple like us should be forehanded enough to go to the GREGG PUBLISHING CO. and look at their school books. Best of all, Henry's an Elk. Just four doors from the ELKS' CLUB is a library where they have that book, "A FORTUNE TO SHARE." It got Henry his job so we could get married, so we'll send it to MARIE MACDONALD JENSEN, who's looking for a secretary job, for we want every one to be happy and get married like Henry and me—and do tell all the business women about this book, so they'll be going in for happy homes, too.

Thanks so much for the jim-dandy paper you run.

Adelaide.

Submitted by Mary Elmina Kelly, Post Street Library, 434 Post Street, San Francisco.

OPEN HOUSE

The small group which gathered around the Po-Ke-No table and, later, around our "banquet" table, so nicely arranged by Adele Metzner and Allene Schuerbrock, enjoyed a real family party and came away refreshed and with the feeling that the evening had been well spent.

We wish Jeannette Doub could have been there to see us enjoy her perfectly delicious date and ice box cookies. It would have done her heart good. Thank you, Jeannette.

We sincerely hope the charming Miss Virginia Brown, prospective member, guest of Belle Banz, enjoyed meeting us as much as we did her and will soon decide to become one of us.

It gave us real pleasure to greet Miss Washburn, whom we have not seen for some time. B. W.

JUNE LUNCHEON

June Twenty-sixth: **You will enjoy a delightful June luncheon with Hawaiian princesses and hula girls in their airy, summery toggery and beautiful leis, with colorful music and gorgeous flowers.**

THE PENSION MARIE
(Mary's Boarding House)
2576 Washington St. FI llmore 9670

Available June 1: a single room, also a very large, heated, sunny room for two. Plenty of fresh fruit and vegetables; living room for guests; car service most convenient in city. French conversation and free French lessons if desired.

Single room, $50 per month; double, $40.

Diamonds, Watches, Jewelry, Silverware
Remodeling and Designing Jewelry
Bead Restringing

THOMAS P. DAVEY
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Telephone FR anklin 3055

Those captivating, new, youthful modes—
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Arcade—Western Women's Club
Telephones:
Bus., PR ospect 2500 Res., TH ornwall 1745

THE ELIZABETH INN
1911 Van Ness Avenue GR aystone 0752

Quick Service Excellent Food
At Reduced Prices

Luncheon, 11:30 a. m. to 2 p. m., 40c up
Dinner, 5:30 to 8 p. m., 50c up
Sunday, Dinner only, 5 to 8:30 p. m., 75c up

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The Business Woman

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Vol. 9 JUNE 11, 1932 No. 24

SPECIAL COLLECTIONS

CALIFORNIA LIBRARY JUN 16 1932 RECEIVED ACADEMY OF SCIENCES

Weekly Program

June 13—Book Section, 7:30 P. M.
June 14—Dramatic Section, 7:30 P. M.
June 16—Choral Section, 6:45 P. M.
June 16—Thursday Open House, 8:00 P. M.

Hostesses

Mary Fennig	Rae Morrow
Emma Gries	Adele Metzner
Hazeldean Mitchell	Allene Schuerbrock

Coming Events

SECTION

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

THEATER PARTY

Owing to the fact that present bookings at the Geary promise a dark house on June 25 (night of the regional meet of the Northern District), it becomes necessary to switch our evening with Katherine Cornell from the 14th to Saturday, June 25. On this date, the regional meet under the auspices of the Traffic Club will hold its round-table between five and six, thence to a cosmopolitan dinner, followed by a theater party at the Curran to see "The Barretts of Wimpole Street" with that adorable Cornell in the lead. Price of seats, $1—and all invited. Just send your dollar to

SYLVIA KEMPTON, Chairman,
or GERTRUDE TUBBS.

BRIDGE TOURNAMENT

beginning
THURSDAY EVENING
June 16, 1932
25 Rubbers
Contract and Auction
Rules will be posted on the
Bulletin Board in the
Club Rooms
PRIZES
THURSDAY EVENING IS ALWAYS
open house : our aim is
to help you enjoy
yourself
so
even though you do not wish
to enter this contest
come in and see us just the
same
THE RECEPTION COMMITTEE

HAPPENING EXTRAORDINARY!

The Time

Sunday, June 26, 1932. Better mark it right now on your calendar.

The Place

Western Women's Building — Club Rooms and Ball Room.

The Occasion

Quarterly Meeting of the Board of Directors of the State Federation.

Special Features

A program par excellence and a delicious luncheon in an atmosphere of exotic charm.

Make your reservations early with Mrs. Burlingame for this outstanding event.

JUNE 26

A sorceress at our Sunday luncheon, and a magic drum-m that drives her mad. You'll like it.

DRAMATIC SECTION

The next regular meeting of the section will be held in the club rooms on Tuesday evening, June 14, at seven-thirty. We plan to read "Counsellor-at-Law," by Elmer Rice, author of "Street Scene."

For the information of those who have not yet attended the dramatic section meetings, we should like to say that our custom is for the members to take turns, by acts, in reading the play of the evening, which is usually a late work of the author or a play which has occasioned widespread comment. It is an easy and interesting way to familiarize oneself with what is going on in the theatrical world. Dramatic ability is not a necessary requisite for membership in the section, and new members will be most welcome.

SYLVIA KEMPTON, Chairman.

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MAGAZINES

The boys of Alcatraz are asking for reading matter. If you have any magazines or books that you are through with, kindly notify me. If the quantity is sufficient, they will be called for. If not, please bring them to the club rooms.

ISABELLE E. BANZ.

FROM SOUTHERN DISTRICT

We are sorry to have missed seeing Elsie Miller when she was up from Los Angeles the end of April. She has been very busy this year helping Edna Geary of the Velada Club write publicity for the Southern District. On May 14 she attended the Southern District meeting at Covina and will attend the meeting at Glendale in June.

AN INNOVATION IN DINNER MEETINGS

The Program Committee plans to have the various sections of the club each responsible for a program dinner during the year. The first occasion will be the dinner meeting of June 21, which will be under the auspices of the dramatic section. The definite program cannot be announced in this issue, but if present plans can be carried out, members may be sure of an entertaining evening.

MOUNTAIN PLAY

The journey up Mt. Tamalpais to see the Mountain Play, "Rob Roy," must long remain a beautiful memory to those fortunate ones who made up the party. The play, the players, the setting, transported us to the days of long ago and we seemed participants in those romantic days in Scotland when history was being enacted. Our hearts thrilled to the story of Rob Roy, hunted in the mountain wilds of Ben Lomond by his sworn enemies, yet ever true to his country, his friends, and to his true wife Helen MacGregor. A "braw mon" was he.

A pretty love story was woven into the story and gave opportunity for many beloved Scotch songs. Diana Vernow sang delightfully and made an alluring sweetheart to "her true love," Francis. The magistrate, Bailie Jarvie, might give some pointers to our present-day politicians. The bagpipes brought us a breath of Scotch heather and fitted well into the picture. Our grateful and sincere thanks are extended to those who gave so freely of time and talent for our pleasure.

Much of the pleasure of the day was due to the efficient planning and management of our capable leader, Gertrude Tubbs. She even interviewed the weather man, with the result that never was there a more perfect day. The ocean with its whitecaps, the bay covered with blue haze, the mountains about us, the wild flowers, the pleasant companions, all made for a happy, happy day.

"And may we soon meet again
On the bonnie, bonnie hills of Tamalpais."

CRETE ARNETT CROCKETT.

WINTER SPORTS IN SPRING

A trip to Lake Tahoe over the Memorial Day week-end turned out to be more in the nature of winter sports than a spring frolic. Although the first spring flowers were raising their tiny heads in sheltered places, there were flurries of snow Saturday afternoon and night, and Sunday morning the weather was still threatening. Nevertheless, we drove around the lake.

On the Nevada side about noon we noticed the storm, which had obscured Mt. Tallac all morning, was rapidly moving toward us. In a few moments it was upon us and we stopped the car to watch the—to us—unusual spectacle. Its fury soon passed and large, soft flakes of snow lightly covered ground and trees. The storm did not last long and the snow quickly melted. Again on the narrow road high above Emerald Bay we stopped to watch the magnificent scenery and especially the raging snow storm on the slopes and hiding the crest of Tallac. On the homeward trip we passed between high banks of snow on the way up to the summit and for miles beyond. In many places were totally or partially wrecked cottages caused by the weight of the winter snows.

It was a beautiful and unusual trip and well worth the slight discomfort of the cold which, after all, only made the open fire of the lodge so much more attractive.

S. K.

JTHOR TO SPEAK AT BOOK SECTION

A rare treat is in store for all who can attend the ok section on Monday, June 13. Carol Green ilson will review her recent book, "Chinatown est," which is itself an interesting and thrilling ount of the rescue work of Miss Donaldina Cam- n. For over thirty years Miss Cameron has waged relenting and successful war against secret traffic Chinese slave girls here in San Francisco and in lifornia.

Thousands everywhere know something of this ely Scotch woman who has so notably reduced number of imported Chinese slave girls that she s won the gratitude of the United States Govern- nt by her service. Perhaps all of you have passed Sacramento Street and noticed the comfortable brick Presbyterian Home, but perhaps few of know of the earnest and successful work Miss meron does there in rebuilding the wasted lives the girls she has saved.

Mrs. Wilson is herself such an enthusiastic ad- er of Miss Cameron and does so vividly portray courage and self-sacrifice that it will be a real vilege to listen to her. Miss Cameron is absent the East, but Mrs. Wilson has promised to have h us on that evening Mae Wong, who assists in work. Is there anything more we can say to ke you wish to come to the book section?

CLARA BROWN, Chairman,
JEAN DOUB, Secretary.

"AKRON," MISTRESS OF THE SKY

The greatest dirigible afloat — American made m stem to stern, with the exception of the Ger- n motors, and American manned and owned. esn't that make one proud? And we might also l with a little private pride of our own—almost irely constructed in Ohio. It would be quite im- sible not to be thrilled at the sight of this huge, nstrous, gigantic (adjectives fail us) ship of the being slowly assembled, with infinite precision l accuracy, in a hangar, itself so huge that its size dly can be reduced to familiar terms.

The construction of the *Akron* was described last esday evening by Mr. Glenn A. Miller of the odyear Company of Akron, Ohio. Mr. Miller told story concisely and clearly, with many interest- statistics, illustrating his talk with motion pic- es, which showed the building of the *Akron* from placing of the first metal ring in the vast void the hangar to the christening by Mrs. Hoover. e slow, stately, majestic rising of the graceful to her native realm, the sky, was a beautiful impressive finale to a most interesting and in- ctive evening.

SUBSCRIPTIONS

Attention is called to the fact that the subscrip- n rate for THE BUSINESS WOMAN is $1 a year to -members. If you have friends or relatives who ld be interested in seeing our club paper, their scriptions would be appreciated.

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ANNIVERSARY—WALKERS!

Sunday next—June 12—we just got-ta walk and celebrate, 'cause we are just three years a-going! We'll meet at the end of the car-line there at Fleishhacker Pool. No. 12 puts you "on the spot." Or Geary, transferring to the bus — also "on the spot." Ten o'clock is the hour—then we'll go north — along the highway — or south along the sands. Come on—it will be snappy and jolly and chummy— and then WE'LL EAT! New members, seldom-come members, regular members, all made welcome, wiff

EVENTS CHAIRMAN.

CLUB NOTES

B. M. PIERCE

Dr. Adelaide Brown was one of the speakers at the annual council meeting of the Camp Fire Girls last week, when they gave their pageant showing the activities of the members, also an exhibit of handicraft.

Esther Phillips is acting United States Attorney starting June 1, while United States District Attorney G. J. Hatfield and his chief deputy are on their vacations.

Miss Katherine Felton told something about her welfare work on the program of the San Francisco Relief Work Committee, at their luncheon at the Hotel St. Francis on June 2, held under the auspices of the San Francisco Center.

Mrs. Helen Knight presided at the fifth birthday luncheon of the Western Women's Club on Monday, giving a short welcoming address and recalling the early days of the club's existence.

Frances Effinger Raymond is chairman of the local committee of B. and P. W. Clubs at the regional conference to be held in Berkeley, June 18, 19, and 20. There will be a banquet on Saturday evening, June 18, at the Claremont Hotel.

Your humble reporter spent the week-end at the Little Cottage of River Winds, Carmel, which is right next door to the house of Glenn & Gada. She went over to see their famous garden and pay her respects, but found them traveling around as usual, Miss Glenn being in Santa Barbara and Miss Gada in San Jose.

Stella Kirby came up from Los Angeles for a week, visiting with old friends, and left again for the south on Monday.

Mrs. D. Roach Withers returned from a two weeks' trip to Sacramento, reporting perfect weather and ten extra pounds — Aha — too much cream cake?

Helen Benioff writes a note to say how much she is enjoying life on the Peninsula — hasn't missed the city lights at all. Present address is 1202 Guinda Way, Palo Alto.

Ben Lomond claimed Nettie Smith over the week-end. Of course you know Ben Lomond is a summer resort in the Santa Cruz Mountains!

Lola Stillman left by airplane June 4 to attend the fiftieth wedding anniversary of her parents in Omaha, Nebraska. She will be away for about three weeks enjoying her vacation in the Middle Western states.

Ida Reed and Jessie Eckles motored down to Aptos-by-the-Sea to spend the holidays.

Ethel Knowlton is spending her time enjoying her home over in Marin County these days. The address is 242 Butterfield Road, Lansdale, California.

Congratulations to Marie Jensen, the new assistant business manager of the Western Women's Club.

THURSDAY EVENING

To meet at the club every Thursday evening is becoming an "adventure in friendship" habit with quite a number of our members, and it certainly is a very nice way to become better acquainted with each other. The exchange of views is stimulating even though we do not always agree, and, of course, for those who prefer cards or games, accommodations are always at hand for those diversions.

In addition to a goodly number of our own members, we had as guests last Thursday Mrs. L. Spencer and Mrs. J. E. Powrie, friends of Marie Judge. Mrs. Parsons came with Grayce Dempsey, and Miss Richardson of Seattle with Jessie McKinney. Mrs. Jacobi, our newest member, visited us also.

We were very glad indeed to see all these people and trust that they and their friends will repeat their visit. Also wish to thank Marie Judge and Hazeldean Mitchell for their sweet donations, which topped off another pleasant evening.

M. C. Brown.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JUNE 18, 1932 No. 25

CALIFORNIA ACADEMY OF SCIENCES LIBRARY JUL 2 - 1932

Weekly Program

June 21—Dinner, 6:15 P. M.
Modern Women's Building.
Dramatic Section Program.

June 23—Choral Section, 6:45 P. M.

June 23—Thursday Open House, 8:00 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

THEATER GOINGS

Monday night, June 20—"Berkeley Square" at e Columbia—price 75c.

Saturday night — June 25 — "The Barretts of impole Street"—with Katharine Cornell, at the rran, price $1, plus government tax of 10c (goes to effect the 21st)—$1.10.

Sylvia Kempton, Chairman.

Saturday, June 25, is the Regional Meet of the rthern District, held in San Francisco, under the vitation of San Francisco Traffic Club, and the eater party and dinner are part of their program. cheery dinner at the Cosmopolitan, followed by e splendid show at the Curran, offers a perfect ening. Big crowd, a big night and heaps of big iendships—come along—Make Merrie!

Gertrude D. Tubbs, Ticket Getter.

CLUBWOMEN HOSTESSES AT OLYMPIC GAMES

On the state hostess committee for the visitors to e Olympic Games are a number of well-known ıbwomen, who are receiving invitations through iss Grace Stoermer of Los Angeles, recently ap- inted hostess for California. Miss Stoermer has ven much service to the California Federation of omen's Clubs and to the Business and Profes- nal Women's Club, of which she is a member.

ATTENTION!

We have been so fortunate as to secure Annie Little Barry, president of the California Federation of Women's Clubs, as our speaker for the next meeting of the civic section on Monday evening, June 27, at 7:30.

This is our closing meeting of the year, as July is a vacation month. Let's make it a big meeting in honor of Mrs. Barry, parliamentarian of our club. It will be a privilege to hear her views and the gist of the arguments presented at the convention last month on the question of equal rights for women.

The Mott amendment affects every one of us. The questions which it raises must be understood for an intelligent consideration of any and all legislation affecting women.

This meeting will be a test of the interest of business and professional women in civic questions and in legislation directly affecting them.

Remember, Annie Little Barry, June 27, at 7:30, in our club rooms!

NORA A. BLICHFELDT, Chairman.

REGIONAL MEETING

The San Francisco Traffic Club will be hostess for the June regional meeting of the Northern District Business and Professional Women's Clubs on Saturday afternoon, June 25. A short business meeting will be held at five o'clock in the afternoon. Members are asked to make reservations with Carolyn Weber, 417 Market Street.

DINNER MEETING

Our next dinner meeting will be under the auspices of the dramatic section. An unusual program will be offered, one feature of which will be talent provided by one of our members, who is herself a well-known dramatic teacher, Mrs. Eva Smith Hackett.

An interesting and entertaining evening is promised.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays. When a fifth Tuesday occurs, a program dinner is held.

BUSINESS WOMAN

Editor.....Marion Morris, 2655 Polk Street
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Irene Herlitz
Business Manager.....Nancy H. Jordan

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First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
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Reception.....Blanche I. Newton
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Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m. Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOVEL JOBS

If you are tired of the dull routine, you might be interested in looking into the new air jobs which will be increasing in numbers with the growing popularity of travel. For the past year there have been two stewardesses on the United Air Lines, traveling between Seattle, San Francisco, and San Diego.

Instead of being rated on a basis of days, weeks, or months, they go on a mileage basis. In something over a year, they have both traveled more than two hundred thousand miles. No doubt by that time soaring the air becomes a commonplace, and real adventure and novelty come when one is allowed to remain for a time on *terra firma*.

YOUR ASSOCIATION

The success of a non-profit, member-owned association, in fulfillment of the objectives for which was organized, is dependent upon its membership large contributing something more than their annual dues. To reach the ideal it is necessary for each and every individual to—

1. Know the association.
2. Believe in the idea behind the organization
3. Have confidence in its officers.
4. Prove his interest by serving as a member some committee.
5. Defend the organization against outside attack
6. Defend the organization against attack by members.

In short, be 100% for the enterprise.

As time goes on, the tendency to shift responsibility of carrying on the work of an association a few good fellows becomes more pronounced, while criticism by those who do nothing continues unabated.

CREDIT ASSOCIATION OF CALIFORNIA

CHANGES FOR YOUR ROSTER

Jessie Shaw Reid has moved to 890 Bush Street telephone GR aystone 9312.

Leora Butler is now at 2244 North Point Street telephone WA lnut 5257.

Cornelia Seely and Ruth Shaw — residence now 936 Leavenworth—telephone same as before.

M. C. Brown and Edythe Wiltse — Apartment 1142 Hyde Street—telephone PR ospect 3059.

Frances Ipsen's address is 2430 W Street, Sacramento. Telephone Capital 7906.

Lucy Thompson has moved to 1511 Golden Gate Avenue.

NEW MEMBER

Mrs. Hazel Jacoby—316 Spruce Street—telephone WA lnut 0316; life underwriter for the Equitable Life Assurance Society.

GHOSTS!!

She's a sor-cer-ess. When she waves her hand in a careless sort of way, any sort of ghost at all obeys her magic sure, and appears at the June 26 luncheon

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CLUB NOTES

B. M. Pierce

A little note from Helen Mahlum says she enjoyed me sightseeing in Salt Lake City on her way to e Christian Science Convention to be held in oston.

Ruth C. Tonkin and a party of friends left by otor last Friday for a few days in the Yosemite alley.

Bessie Henderson and her sister left Friday night r a week at Pine Inn, Carmel.

Clara Sharpe has just returned from a vacation hich was spent at Lokoya Lodge in Napa County.

Sorry to hear that Margaret Dailey has been laid with some trouble in her back.

Maud Lambertson spent Thursday motoring up rough Napa, St. Helena and Calistoga.

Josephine Rudasill motored down to Santa Cruz d vicinity over the week-end.

Lois Peckham took her graduating class for ncheon to the Fairmont Hotel last Saturday. She ll spend her summer vacation with her sister in n Jose.

An error was made last week in stating that ances Ipsen was hostess at White Sulphur rings. Kindly note Miss Ipsen is still conducting e Capital Physical Culture Studio in Sacramento, dress now 2430 W Street, telephone Capital 7906.

Now that the vacation season is on, just remember at Mary Crookston is conducting travel tours, but om her home—telephone FI llmore 9670.

Have to apologize for another error. The item out Marie Jensen should have read Business Man- er of the *Western Women's Club News.*

Persia Briggs was recently the recipient of an- her one of those happy birthday parties held at e Stewart Hotel. After the dinner they all at- nded the Viennese operetta, "Love Time."

A SUNDAY ON THE BAY

There was perfect weather; there were restful urs with friendly companions; there was a de- htful, unhurried, uncrowded day in which to relax d enjoy our lovely bay scenery and our friends.

Off we went at nine o'clock—thirty of us (more oard, but plenty of room for all); off to explore e shore lines, and past the little islands with their hthouses. We slipped under bridges, which rose if by magic to let us pass. Lunches and coffee in e open air tasted so good—such appetites had we!

Then, almost before we knew it, we had turned ck and were cruising by the lovely shores of Marin unty. Then, through the thoughtfulness of our airman, we set our colors streaming and carried r rainbow across the Golden Gate. Then slowly st our beloved city on the hills, and with a last ok at the boats in the bay, home.

It was a perfect June day—a rainbow-hued day—lay full of happy memories to enjoy in retrospect rough our working hours.

One Who Enjoyed the Trip.

DR. SUSAN HARRIS HAMILTON
DR. MARION TURNEY
OSTEOPATHIC PHYSICIANS
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991 Geary Street San Francisco

THURSDAY EVENING, JUNE 9

Another evening "At Home" just permeating with that spirit of GOOD WILL and FRIENDLINESS which is making the work of the reception committee a real pleasure.

Each to his own liking, whether it be bridge, games or just conversation.

To two of our "M. M.'s" and Irene Herlitz are we indebted for the satisfying temptation for the inner woman. Many thanks.

When we have guests we know that we are helping to promote that spirit for which our club has become famous, cordiality and sincere welcome.

Next Thursday evening our bridge tournament of twenty-five rubbers starts, for those who are interested. Some will finish possibly in six weeks, others will take longer, but at the close of the evening of August 11 the prizes will be awarded, or earlier if all the tables have finished playing.

Please do not feel that the WELCOME sign is down to you who do not play bridge. The bridgers will be at the east end, and the west end always invites you to enter for whatever may be your pleasure.

We were glad to greet Miss Barr, guest of "Grebbie," and Virginia Brown was again welcome. We hope that she decides to join our group.

BUSINESS WOMAN CONTEST

Did you know that Adelaide is to be a June bride? Marvel of marvels, even us old maids do sometimes overturn the traces and just step into double harness.

Great are the preparations for this splendid affair. Gowns come pouring in from that swanky GREBBIE SHOP and sports dresses from FRANCANN'S, and sports shoes to go with the sports outfits from F. L. HEIM & SON. And ssht!—the groom-to-be is buying just the swellest wedding ring from THOMAS P. DAVEY.

We girls gave her a shower last week — lingerie from ANITA K. MAYER'S CORSET SHOP, so dainty and pretty; then later on we went for a swim and dinner at the Y. W. C. A.

Oh, yes, we had several luncheons for her, too, some at MARY ELEANOR'S, some at the ELIZABETH INN, and a real swell one at SOLARI'S. We had the table all decorated with flowers from the FRANCIS FLORAL COMPANY, and had special place cards printed by MARGARET MARY MORGAN PRINTING COMPANY.

I hear it whispered by a little bird that the Intended Groom has a fine position with the BANK OF AMERICA and you know Adelaide was an accomplished private secretary, taking a course with the GREGG COMPANY, and for awhile was working with MARY H. BAKER doing some public stenography.

Before the ceremony, Adelaide is going to get all rejuvenated by DR. SUSAN HAMILTON, and ERICKSON & SWENSON are helping to reduce some of the excess avoirdupois. She has the latest style new glasses, which came from RAE MORROW'S, so altogether she is going to be just the swellest little bride, and I think MARIE MacDONALD JENSEN is to be the bridesmaid. And here's a secret: I'm having my old lace dress made over for the occasion at THE REMODEL SHOP, and it's going to look just grand.

Well, here's a toast to Adelaide—we wish her lots of luck and may all her troubles be little ones!

Bertha M. Pierce.

ADVERTISING

Because of added work in her husband's office, our advertising manager, Madge Radelfinger, has found it necessary to abandon her work on THE BUSINESS WOMAN. It has been a pleasure to have her on our staff and we wish for her much success in her new undertaking.

Our new advertising manager, Irene Herlitz, is still a new member, but she is already well known to us by the interest she has shown in club activities. When interviewed, she had little to say on the important subject of herself, but much to say on the important subject of advertising in THE BUSINESS WOMAN.

She asks that the members co-operate with us by bringing to her the names of prospective advertisers, and especially by showing their interest in those firms which now advertise in our pages. Everyone of them has something of real value to offer. Let us show our appreciation by calling on our advertisers, if not to buy, at least to acquaint ourselves with their stock and what they have to offer. Then we can conscientiously recommend them to our friends and remember to visit them again, ourselves, when it comes time to buy.

Our advertisers are helping to make it possible for us to come to you each week with our news of club affairs. Won't you all help them, in turn, in every way that you can?

EXOTIC . . .

Swaying palms! Singing surf! Happy hula gi dancing 'neath the tropic moon! The song of surf riders and the murmur of the steel guitar!

No, not a trip across the Pacific, but a short lit trip to our club rooms will transport you to the la of leis, of grass huts and romance. The atmosph is now in the making, even to real nuts on the coc nut trees!

Happy little hula girls are waiting to greet y with their Aloha, at the State Board Luncheon Sunday, June 26.

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Dinner, 5:30 to 8 p. m., 50c up

Sunday, Dinner only, 5 to 8:30 p. m., 75c up

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Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JUNE 25, 1932 No. 26

SPECIAL COLLECTIONS

Weekly Program

June 27—Civic Section, 7:30 P. M.

June 28—Dramatic Section, 7:30 P. M.

June 30—Choral Section, 6:45 P. M.

June 30—Thursday Open House, 8:00 P. M.

Hostesses

Frances Eagan — Lucy Thompson
Virginia Merrill — Minna Brown
Nora Blichfeldt

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

LIBRARY JUL 2 - 1932 ACADEMY OF SCIENCES

A FEAST IN HAWAII

From all over the state they are wending their way to our club rooms for the State Board meeting on Sunday, June 26. The meeting will convene at nine-thirty in the morning, to be followed by a general meeting to which all members of the clubs are invited.

At twelve-thirty we will proceed to the Ball Room of the Western Women's Club for THE luncheon, concerning which you have been hearing rumors these many weeks. Words fail to express the tropic scene which awaits us here, but conjure in your mind all the beauties of Hawaii. These you will find, from miniature hula maidens to grass huts and waving coco palms. Those who have not already made reservations for the luncheon are asked to phone Mrs. Burlingame immediately. The price is $1.25— little, indeed, for a trip to Hawaii!

During the luncheon we shall be charmed by the music of a native Hawaiian orchestra, to be followed by Hawaiian singing, and—who knows?—perhaps a real hula dance as it is done only in the Paradise of the Pacific.

The operetta of our Choral, "Ghosts of Hilo," will follow. This depicts the tale of a little girl who, once upon a time, after the Great Storm, was found at the entrance of the glen, strangely dressed and beating on a drum. At the anniversary of the Feast of Laha a letter from King Hani-kahi is found in the drum, disclosing Little Sister to be his only daughter and Princess Royal of the purest blood.

The operetta is given under the direction of Florence Drake LeRoy, with Merle Curington at the piano. The characters will be:

Princess Le-i-la-ni.....Josephine Rudasil
Ku-u-le-i, favorite of Princess.....Ethel Woodruff Sullivan
Ma-i-le, Governess and Sorceress.....Anita Mayer
Ke-a-lo-ha, Little Sister.....Elsie Monte
Lei Makers.....Marjorie Wilson, Adele Metzner, Elsie Maclaren, Katherine Kingsley, Kittie Grier, Elma Baily, Rose Haas, Mary Sexton
Ghosts.....Mae Barr Long, Olga Dahl, Edith Floyd, Gertrude Tubbs, Blanche Newton

The Business Woman

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San Francisco *Telephone, Prospect 8347*

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CIVIC SECTION

The Lucretia Mott amendment for equal rights concerns working conditions and opportunities for women. Its supporters feel that in many states its passage would mean the opening of economic doors to women, while those opposed to it point out that in other states it would wipe out protective laws, such as the eight-hour law for women.

Mrs. Annie Little Barry, one of our own club members and president of the California Federation of Women's Clubs, will give arguments pro and con at our meeting next Monday evening at 7:30. In view of the importance of our speaker, her views, and the subject, it is urged that every member of the club plan to hear Mrs. Barry and to join in discussing this extremely controversial and pertinent question now before Congress.

NORA BLICHFELDT, Chairman.

"CHINATOWN QUEST"

A rare treat is promised,
Our interest is stirred,
A new book's reviewing,
It's name we had heard.

The author in person!
This gives us a thrill,
And all expectations
It surely will fill.

Our club rooms are ready,
The chairs are in place;
A warm, friendly welcome
Greets each friendly face.

A hush—and a waiting
Is filling the air;
The phone bell is ringing,
"Please answer," "Who's there?"

Mrs. Wilson is calling;
She says not to wait—
"Go on with the meeting,
So sorry I'm late."

Miss Kelly is ready
Some books to review;
"The Fountain," by Morgan,
Is one of the new.

This news was most pleasing:
Miss Kelly, we hear,
Now writes a "best seller,"
Which soon will appear.

Mrs. Wilson arriving,
Our applause fades away
When we hear of the accident
Which caused her delay.

Mae Wong, guest of evening,
Had, quite unawares,
When leaving her premises,
Tripped on the stairs.

We send her best wishes,
And also request,
When fully recovered,
She'll come as our guest.

Mrs. Wilson, quite modest,
Spoke not of her book;
Into Tien Wu and Yuri Qui's story
She helped us to look.

Our chairman, Miss Brown,
In her sweet graciousness,
While saying "good night"
Our thanks did express.

A MEMBER.

SUBSCRIPTIONS

Attention is called to the fact that the subscr
tion rate for THE BUSINESS WOMAN is $1 a year
non-members. If you have friends or relatives w
would be interested in seeing our club paper, th
subscriptions would be appreciated.

REGIONAL MEET

At our club rooms, Saturday, June 25, at 5 o'clock, nder the auspices of San Francisco Traffic Club—ound table discussion open to all members. Dinner ollows, price 60c. If you have not made your din-er reservation and want to be with us, telephone O uglas 2945—*AT ONCE*. Anyhow—be with us t 5 SHARP. Meet the Northern District girls—ollify with us.

SAN FRANCISCO TRAFFIC CLUB.
LILIAN ELIAS, Hostess.

CLUB NOTES

B. M. PIERCE

Julia Rossow spent most of her vacation making aper costumes for the Paper Karnival held at the Vomen's City Club last Wednesday night.

Elise Brahe is spending her vacation taking short ips to Stimson Beach, Santa Cruz, and other earby places of interest.

Lillie Brewington has returned from a pleasant acation spent at Riverbank.

May Riley left Saturday for a two weeks' rest to e spent at La Playa Hotel, Carmel-by-the-Sea.

Bertha Dale left Wednesday to attend the . E. L. A. convention held at Los Angeles, but turned Saturday in time for the round table dis-ssion at the National League B. and P. W. con-rence held at the Hotel Claremont, Berkeley, on aturday and Sunday.

Mabel Pinger is having her annual vacation, just king a good rest and some short trips.

Ellen Robbins and her niece, Miss File, spent the eek at the Farwell Cottage, Saratoga. Susie Hicks nd Blanche Wilson went to the same place over the eek-end.

Mary Parsons Ryley spent Thursday motoring own to Ben Lomond, Santa Cruz, and Boulder reek.

Jean Kerrison is enjoying her two weeks' vaca-on taking a trip up the Redwood Highway.

Miss Perle Eddy of Hollywood was a visitor at r club rooms last week, as well as Miss E. B. acrae and Mrs. J. D. Fraser of the Victoria, B. C., usiness and Professional Women's Club.

Bertha Dale was one of the main speakers at the fice management section of the conference of the ational Federation of Business and Professional omen last Sunday. Frances Effinger Raymond was airman of the section, and other members of our ub who joined in the discussion were Zee Clements, a Reed, Gertrude Tubbs, and Louise O'Hara.

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ANOTHER DELIGHTFUL THURSDAY

With the delicious cakes donated by Minnie Getz and "Grebbie," and those cookies from Maud Lamberson served on our new trays given by Allene Schuerbrock, no wonder we all had just one piece more.

Miss McGuire, recently transferred from Fresno, came in for a game of cards with her guest, Miss Hepner, who tells us she is to apply at once for her transfer from the Fresno club to San Francisco.

The bridge tournament is on, with six tables, four of contract and two of auction. All contestants seemed determined to make a showing toward winning the first prize each for contract and auction, of a merchandise order for $2.50.

While Bertha Pierce was high for the evening, there are others who bid for a new high. We warn her to look to her laurels, for twenty-five rubbers will see many upsets.

FROM FRESNO

We welcome a new member, Miss Thelma McGuire, Hotel Sequoia, telephone OR dway 0234. She has transferred from the Fresno club and is associated with the Progressive Optical Society.

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WEEK-END VACATION AT TAHOE
At New Low Price
You can go to Tahoe any week-end except over July 4 for $19.75, All Expense.
Leaving on one of the big Sacramento River boats on Friday night, returning same way on Sunday night.
You will be met at Sacramento by special chartered car and arrive GLOBIN'S AL TAHOE INN at 11 A. M., having a day and a half to enjoy TAHOE in whatever way pleases you.
Price includes transportation, bed and meals on boat and accommodations at GLOBIN'S. No extras.
The moon will be almost full over the week-end of July 8. Let's go then with a big group, or
Any week-end except July 1, $19.75
Week-end of July 1, covering Monday, $25.25
For reservations, call
MARY D. CROOKSTON FI llmore 9670
or take this paper with you to
GLOBIN'S Representative
CLIFT HOTEL Travel Desk

VACATIONING

A beautiful post card was received showing Lake Taneycomo, Missouri, where Winifred Kerr is spending her vacation. She writes:

"Am down here in the Ozarks for a little vacation. This is where the scene was laid for 'The Shepherd of the Hills.' It's a lovely country. Am glad to say my mother's condition has shown some slight improvement this spring and we are hoping for more. Best wishes to the club and its members. I miss you greatly."

NEW ADDRESSES

Julia Rossow, 171 Seventeenth Avenue. EVergreen 1449.

Mrs. Lee Taylor Dickinson, 2148 Leavenworth Street.

Jean Kerrison, 592 Twelfth Avenue. SKyline 5678.

Through an error in last week's issue, Leora Butler's address was incorrectly given. Please change it to 2255 North Point Street.

CHORAL HARMONY

Words were not enough—music couldn't do it. took a "party" to express the harmony existing the choral circle.

So, on Thursday last, Mac and Jack Long o again extended their charming hospitality to giving us the opportunity to honor our gracious companist, Merle Curington, for whom we light the candles on a be-ut-i-ful birthday cake at conclusion of our practice. Our guest of honor w invited into the garden on a pansy-picking expe tion and returned to be deliciously surprised a presented with a gift. "Now," she says, "I sh by degrees, bake better and better!"

We love these occasions when we stop long enou in our busy march of life to express our apprec tion and our friendship to one whose loyalty a faithfulness are worthy of all our devotion.

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Then save it

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and Bank of America, *a California State Bank*
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JULY 2, 1932 No. 27

SPECIAL COLLECTIONS

Weekly Program

July 5 Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

July 7 Choral Section, 6:45 P. M.

July 7—Thursday Open House, 8:00 P. M.
Hostesses
Elma Baily
Betty Walton
Hazel Jacoby

CALIFORNIA ACADEMY OF SCIENCES LIBRARY JUL 2 - 1932 RECEIVED

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

READ, WHITE, AND BLUE

In case you should inquire if our printing this ek is any indication that our state of mind is veloping a bluish tinge, we hasten to reassure you. the contrary, as vacation time approaches, it is king on a more rosy hue. But THE BUSINESS OMAN feels that, in deference to the coming holi-y, it is only fitting that she appear in the patriotic lors. She furnishes the blue and white, and she ves it to you, dear reader, to supply the "read."

A "DRAMATIC" NIGHT

Or rather a dinner meeting turned over to the matic section last Tuesday evening, with an un-ual number of our members present, which proved too short and pleasurable yet had a decidedly esent-day drama effect.

Mrs. Lottie R. Patten, accompanied by Mrs. ung, who came to us through the courtesy of our n member, Mrs. Eva Smith Hackett, sang flaw-sly two delightful numbers, "Vale" and "A emory." She concluded with the readings, "A ghway Man" and "Homesick," which proved s. Patten to be a versatile and delightful enter-ner. We are indeed indebted to both Mrs. Patten d Mrs. Young for coming to us.

Up to this time our speaker, Mr. John Shannon, matic editor of *The Argonaut*, had not put in an pearance (and then they say women are always e). But when he did arrive we found it in our arts to forgive him, as we realized that it was e night of the national championship fight. Mr. annon's subject was "Why Drama Critics." His k was all too short for us to grasp his intended aning, and we hope he will at some time enlighten on this rather intriguing subject.

REGIONAL MEETING

The Regional Meet of the Northern District of the State Federation was carried on under direction and by invitation of the San Francisco Traffic Club. Carolyn Weber, chairman, with Lilian Elias as hostess for the Northern District. The meeting was held in our club rooms and was well attended, many of the state officers being present. Mable Gregson, president of the District, presided, and discussions of immediate interest to members were had. The exquisite flowers provided by the Traffic Club gave a summery glow, and it was "cool in San Francisco." These get-togethers produce new contacts, new visions, new friendships, and are cementers and strengtheners of fraternalism. Introduced in the north by Mable Gregson, they have proved a great success. You miss a lot when you pass them up!

Business over—play begins. Dinner in the Latin Quarter, gay with our Fourth of July colors and favors, was enjoyed by 128 wimmen! Songs and laughter and tasty food! Whist—to the Curran Theatre, to enjoy that superb Katharine in "The Barretts"—and such a theatre party never wuz: 156 B's and P's all over the house—four downstairs—twenty-four midway—the balance elevated! Not content, many were found at the midnight hour at Wilson's, there quaffing, chatting, enjoying.

It was a big event for the Northern District, and San Francisco Traffic Club knows how!

X-Y-Z.

EVENT MUSICALE

On July 10 we go to Woodland Theatre, San Mateo, to thrill to the music of the Symphony Concert. A restful, happy afternoon. Thereafter, San Mateo Club will tea us! Is that not intriguing?

Admission and transportation one dollar. If interested, let me know at once. Details next issue.

GERTRUDE D. TUBBS, Chairman.

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THEATRE BULLETIN

Monday—July 4—*Whistling in the Dark*, a New York production, intensely interesting and amusing —Geary Theatre—Price 50c plus tax—55c.

Tuesday—July 12—Ina Claire in *Reunion in Vienna*—delightful comedy—coming with a New York background of success—Dramatic Night: Price 80c.

Later: Helen Gahagan in *The Cat and the Fiddle*. Remember her in *Tonight or Never*—Whoo!

Reservations with Sylvia Kempton, chairman, or Gertrude D. Tubbs.

CHANGES FOR THE ROSTER

Louise O'Hara — 300 Buchanan Street — Phone UN derhill 6154.

Marguerite Gerry — 171 Seventeenth Avenue — EVergreen 1449.

Jene Bishop—701 Sutter Street—FRanklin 6360.

FROM AN OREGONIAN CONTESTAN

May 10, 1932.

DEAR SIS:

You will probably be surprised to learn that are leaving the farm, and I shall proceed to tell y all about it.

After spending three years on a farm in east Oregon, I decided to return to San Francisco fo little visit and once again enjoy the fog and c breezes. At first the question of expense worr me, and where should I go for all the things I wo need when I arrived? I needed the attention o beauty shop and a hairdresser; my watch w broken; my clothes were out of date; and m physical condition none too good.

I picked up THE BUSINESS WOMAN and as so as I had read some of the ads, the world look brighter, for I knew just what I would do.

I immediately sold my lambs, ducks, geese, chi ens, pigs, etc., and started for San Francisco, a what a "grand and glorious feeling"!

Upon my arrival in San Francisco, I went to t BANK OF AMERICA, where I deposited m meager savings. However, I was so courteou received that I felt as though I had millions.

I then decided that my personal appearance m be taken care of at once, so I hied myself to t VENABLES BEAUTY SALON. I felt from t way I was gazed upon that I was considered rather hopeless case, for my skin was dry a brown from the hot sun and winds, and I needed haircut and a permanent. I suggested that th start and see what they could do to restore m former beauty, at any price. Really, the result w marvelous and the cost so moderate. Needless say, I was more than grateful to them.

Next I went to ANITA K. MAYER'S SHO for I was badly in need of undergarments of ev kind. I laid in a wonderful supply at a very l cost. Her styles for extra thin people are excelle

Having brought some old dresses with me, thi ing I would pass them on to my little niece, I d cided, as I passed THE REMODEL SHOP, to ta them in there. I was so pleased with my old cloth made over into new styles that I did not shop the "GREB-BIE" SHOP for myself as I h planned. However, I did go in, as they specialize large sizes, and purchased a beautiful, moderat priced dress for mother, which I sent her at once.

The next day I took my watch to THOMAS DAVEY to be repaired. I knew his work was exc lent, having had him do work for me before leavi San Francisco, and it was a joy to revisit his v attractive shop.

I felt that I must see if DR. SUSAN HARR HAMILTON had any good remedy for thin peop Upon consulting her, she assured me that, throu some of her very good treatments, she could pu few pounds of flesh on me.

Remembering MARY BAKER'S ad, I called her. It was surely a pleasure to see her once m and to realize that she was so successful in her wo

By this time it seemed to me that I could ne return to the farm, so I stepped into the MARG RET MARY MORGAN COMPANY and order several hundred very attractive auction sales ca printed (this being the method by which farmers g out). On my return to the farm, we shortly dispos of everything we had, and are now back in S Francisco.

Love from all.

ADELAIDE (NORA WEEBER VEST).

CLUB NOTES

B. M. Pierce

Margaret Girdner, who has for several summers
en instructor at the San Jose Normal School, has
ently been appointed to the position of professor.

Belle McDonald has returned from a delightful
cation spent at her summer home on Black Point.
member what lovely picnics we have had there?

We wish a speedy recovery to Eva Smith Hackett,
o has gone to St. Luke's Hospital for observation
d perhaps an operation.

Hazel Mangels is enjoying her two weeks' vaca-
n with Jean Kerrison at the Eel River Lodge.

Lillian Palmer came up from Los Gatos and paid
a short visit last week.

What a fine prize Mary Crookston won! An air-
ne trip—yes, she was the lucky winner, and left
ursday for Los Angeles, to return on Monday.

Dr. Hamilton had as her guest at the Tuesday
ght dinner Mrs. De La Platt.

We hear Jessie Scott has a new grand-daughter.
ssie has been laid up recently with a dislocated
, but is able to be out again now.

Rosa Petersen has been home ill with influenza for
veek. We are glad to know she has recovered suf-
iently to return to her desk.

Lydia Floan and Margaret Brandt are planning
join Mary Crookston on her special trip to Al
hoe over the week-end of July 8.

Suzanne Bolles brought Dr. Powell of Richmond
visitor to our club rooms last week. Dr. Powell
s health chairman under Zee Clements when she
s president of the State Federation.

Glad to hear Lillie Anderson is getting along
ely at Stanford Hospital, where she has been ill
r the last few weeks.

We were delighted to meet Mrs. Charlotte Hess,
e new president of the Astoria, Oregon, Business
d Professional Women's Club, and her sister, Miss
izabeth MacGeen, who were the guests of Ethel
ewart at the Tuesday dinner.

THURSDAY, JUNE 23

How the weeks fly by—and another Thursday is now but a memory, a very pleasant one.

Our thoughtful members leave us no place for consideration of the word diet. There were candied orange peel such as no one but the culinary department of the Western Women's Club knows how to prepare, sent down to us by Z. Clements; fresh popcorn ordered especially for us by our president, Charlotte McClelland; a cake, such as we didn't know she could make, from Ida Lord; and a donation for refreshments from our pinch hitter, Rose Miller.

Our rooms were made even more attractive by flowers from the garden of Elma Baily.

Miss Winifred Frye of Santa Barbara, first vice-president of the California State Federation of Business and Professional Women's Clubs, spent the evening with us.

Lelle McReynolds, with her guests, Mrs. McIlwaine, Mrs. McIntosh and Mrs. Magill, enjoyed their table of bridge. We are indeed glad that Mrs. McReynolds is so improved in health.

Miss Ingram, guest of Ethel Woodruff Sullivan, promises to come again soon.

Mrs. Clifford and her daughters, the Misses Clifford, who loaned a hand to make our Sunday of June 26 more atmospheric, came in with Mrs. LeRoy after the choral practice, but their stay was much too short.

Again to you all, our sincere thanks.

This is the second night of the bridge tournament. Rose Miller is high score to date, but we hear whisperings of those who are on her trail.

The Reception Committee.

• • • GIRLS

I'd like to hear you swear.

Violet Neuenburg, *Notary Public*

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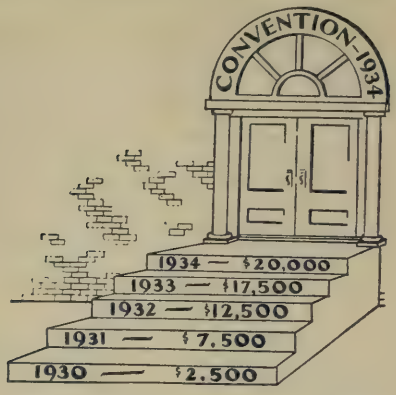

ADA MARGARET BRAYTON ENDOWMENT FUND

We are pleased to announce that Nell Boardman, 1439 Thirty-second Avenue, San Francisco, has been appointed club chairman of the Ada Margaret Brayton endowment fund for the current year.

Miss Boardman will be pleased to receive your 1932 contributions. In order that they may be embodied in the annual report, September 1, 1932, they should be in the hands of the state chairman by August 1.

The allocation on a percentage of membership basis made to our club for the current year is $334.18. How many of us are going to drop our pennies in the kit towards raising this amount?

"Oh, dem copper pennies,
Oh, dem copper pennies,
Copper pennies we want-ter git
To fill our little kit;

Oh, dem copper pennies,
Oh, dem copper pennies,
Copper pennies, now don't forget
Our Federation debt."
(As sung by Gertrude Tubbs)

Your state chairman appreciates your past cooperation and hopes you will be able to continue. If no check is forthcoming, will abide by the result that

Your spirit is willing,
But finances weak.

ADA MARGARET BRAYTON ENDOWMENT FUND COMMITTEE.
A. H. BRACE, State Chairman.

NOTICE TO MEMBERS

Final action will be taken on the by-laws at business meeting on Tuesday, July 5.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JULY 9, 1932 No. 28

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Weekly Program

Coming Events

July 11—Book Section, 7:30 P. M.

July 12—Dramatic Section, 7:30 P. M.

July 14—Choral Section, 6:45 P. M.

July 14—Thursday Open House, 8:00 P. M.

Hostesses

Elsie Monte — Eleanor Middlehoff

Grayce Dempsey — Ida Grebinar

Daisy Denis

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

"ADELAIDE'S SHOPPING TOUR"

Ode to the Ads in THE BUSINESS WOMAN
By Violet Neuenburg

sat me by the open fire;
o write a verse I did aspire,
nd so I'll tell you what I thought.
ith lots of business this is fraught.

dreamed I wanted all things good
the way of most delicious food,
nd to SOLARI'S I went and et
nat Onion Soup—I taste it yet!!!

saw our darling M. M. there,
ho does your printing with such care.
OHANNA HEIM, who watched me walk,
arch supporters then did talk.

AE MORROW, friend and good optician.
ho fits your eyes with rare precision,
nd FRANCES RAYMOND, who talks of GREGG,
hile she calmly eats a well-done egg.

know I'll need a little money.
e BANK OF A. said my check was phoney;
with MARIE JENSEN a job I'll rustle;
e'll help each other, and how we'll hustle!

e told me about a millionaire,
ho needs a typist young and fair.
Of course," she said, "you'll want nice clothes,
t GREB-BIE and FRANC-ANN will furnish those."

nd if perchance I had a dress,
nd wanted to spend a few cents less,
e REMODEL SHOP would alter it well;
l come out of there and look like a belle.

I met MARY BAKER, a typist of note;
Her secrets she told me, a few will I quote:
You must have a watch, don't ever be late;
Go to THOMAS P. DAVEY for one up-to-date.

A corset of course will be quite in line;
I'll see you at MAYER'S in the morning at nine.
So your gowns will all fit you and you won't look your age;
All free advice from dear Mary the sage.

To ERICKSON-SWENSON for figure svelt,
And after an hour how good I felt!
My neck DR. HAMILTON gave a good crack,
And promptly my vertebrae fitted my back!

I need no more the millionaire;
I feel like a million, so I don't care.
From FRANCES FLORAL a gardenia white
Was all that I needed to make the world right.

To MARY E.'s for tea I went,
A long, long day, I felt content.
I thought for dinner I'd eat my fill,
And went to the "Y" with right good will.

I woke with a start, the fire was low,
The ads in our paper no longer did show.
But here at the end I do place my seal,
For nothing else matters, so the quality's real.

VIOLET NEUENBURG NOTARY PUBLIC

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Jessie D. McKinney Gertrude D. Tubbs

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WHO WINS THE PRIZES?

In printing the final contribution of THE BUSINESS WOMAN contest, we pride ourselves on discovering a new poet in our midst.

Now comes the hardest part of all, as the judges debate on the merits of the various contributions. Results will be announced in an early issue.

"HAWAII"

It was a revelation to those who have visited the Paradise of the Pacific to be right at home and feel themselves at Honolulu. Such was the case at the State Board meeting on Sunday, June 26.

We found ourselves in a typical tropical atmosphere. Leis were worn by everyone, and little huts and palm trees formed the centerpieces on the tables, with candy pebbles strewn about. Place cards greeted us with

"ALOHA
SAN FRANCISCO"

and little Hawaiian dolls served as favors.

A delightful program followed the luncheon. First came native songs by the Hawaiian entertainers. Our own member, Merle Curington, rendered a piano solo and also was accompanist for the Choral, which presented the "Ghosts of Hilo," an operetta under the direction of Mrs. Florence Drake LeRoy. It was a finished production, excelling anything our Choral has previously undertaken. The principals of the cast, Josephine Rudasil, Ethel Woodruff Sullivan, Anita Mayer and Elsie Monte, were gracious and charming in their parts. Anita Mayer showed real talent in the role of Ma-i-le, governess and sorceress. Much can also be said of the lei makers and ghosts, who interpreted their parts so well.

We closed our program with the beautiful strain, "Aloha-oe,"

J. E. B.

DRAMATIC NIGHT

Tuesday—July 12—Curran Theater—Ina Cl in "Reunion in Vienna," a delightful comedy- splendid actress—a good time—price 80c. Tick with

SYLVIA KEMPTON, Chairman
GERTRUDE D. TUBBS.

CLUB NOTES

B. M. PIERCE

Ida Reed and her two nephews left this week her camp on Echo Lake in the Tahoe district. T have a new boat and expect to have one grand ti boating and swimming in the lake.

Mary Powers spent the week-end at Prescot Inn, Santa Cruz Mountains.

Mrs. Irma Burlingame and her family are enj ing their vacation at the ranch in Los Gatos.

Mary Bear and Sarah Ann Magill are takin two weeks' vacation and rest at Roger's Camp in Feather River Canyon.

You will be glad to know that Eva Smith Hack is recovering very rapidly from her recent operat at St. Luke's Hospital.

Susan McGill has been in Lane Hospital fo few days, where she underwent a slight operati She is now feeling much improved.

Estelle Walker is having her vacation—not go anywhere in particular, but enjoying home life a change.

Mary Baker spent the week-end of the Fourth the Sonoma Mission Inn.

Hazel Jacoby had a delightful business trip the Russian River on Wednesday, spending s time at Guerneville.

The Alaska trip planned by Edith Wiltse Susie Hicks is now definitely called off. M Wiltse's daughter just arrived home from a th months' trip through European countries, and Su Hicks, with a friend from the Sierra Club, is mot ing up the Redwood Highway to Vancouver, st ping off at Grant's Pass, Crater Lake and Mt. Rai Park.

Jean Doub just returned from Auburn, wh she spent part of her vacation. She says the coun thereabouts is very hot, which is fine for ripeni the big fruit crop.

Elsie Monte, Josephine Rudasil, and Merle C ington are taking one of those "Guess Where trips over the holidays. It's probably a picnic so where along the banks of the Russian River.

Miss Marjorie Wilson arranged to have the Cho repeat, for the American Legion Auxiliary, th selections from the "Ghosts of Hilo," which w so successfully given at our State Board meeting Sunday. The girls looked lovely in their pretty bl and white costumes and the dainty colored leis, made quite a hit with the visitors from the B cities. Josephine Rudasil's solo, "Beautiful Bl soms," was especially well rendered.

MEMBERS OF WOMEN'S CLUBS

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STATE BOARD MEETING
(A Feast in Hawaii)

e gathered from the Southland, we assembled
from the North;
ne East and West and Center, their wisdom did
send forth.

fancy we went sailing, o'er ocean and the bay,
nd landed in Hawaii, festooned with orange lei.

r gallant ship — the ballroom of the Western
Women's Club,
decked with glorious colors of native bloom and
shrub.

hat joy to hear the laughter from the happy
mingling throng!
l cares were here forgotten,—life seemed a win-
some song.

e Dove of Peace o'er hovered, 'tis right within
our reach,
d "sweet" were all the pebbles we found upon
the beach.

e sat before the native huts, beneath the cocoa
tree,
om whence we heard the music, while feasting
merrily.

nen "shades of night" descended, we felt a little
queer,
r we'd been told, in whispers, that ghosts would
then appear.

e "Ghosts of Hilo Island," in story, song and
dance,—
e curtain slowly rises on the mountain of romance.

e princess, witch and maidens awoke a magic
spell,
th dire ghosts appearing, within this fairy dell.

e good were all rewarded, the wicked put to flight,
you of Hilo Island: "You gave us much de-
light!"

erfect day in ending, the breeze bore our refrain,
Aloha," "Love," "Remembrance," "Until we
meet again."

A MEMBER.

AH—THE SYMPHONY!

Sunday next—July 10—we go to Woodland Theater, San Mateo, to have a lovely, restful day, with music for the gods! For those inclined, we will go early and luncheon at Ben Franklin—or Noah's! To those otherwise wishing — you leave, via bus, meeting us at Ben Franklin Hotel—and be conveyed to the concert; thereafter, we will have tea with our San Mateo Club as hostess! Hain't we got fun! Price of concert—55c—that old tax! And transportation another 50c. But—you must advise me—and then you can get directions!

GERTRUDE D. TUBBS, Chairman.

CIVIC SECTION

"Our duty is to find the old paths, and make new ones," said Mrs. Annie Little Barry at the close of her inspirational talk to the civic section on the place of women in the new social and economic order.

In describing the programs of the biannual meeting of the National Federation of Women's Clubs at Seattle and the annual convention of the California Federation of Women's Clubs, Mrs. Barry outlined the presentation of the Lucretia Mott amendment at the latter.

The necessity for understanding and co-operation between organized women's groups was particularly stressed by Mrs. Barry as she pointed out how much business and professional women, clubwomen, and P.-T. A. groups have in common.

In open-forum discussion, Mrs. Barry presented a number of pertinent questions that justified her statement that the time has long since passed when women were afraid to discuss things. We can well afford to give further thought and discussion to one question in particular: "Are women properly trained for business and politics?"

Your chairman feels she expresses the appreciation of every member of the civic section when she extends through THE BUSINESS WOMAN her sincere thanks to Mrs. Barry for the inspirational quality of her talk and the insight she gave us into problems facing women today.

NORA A. BLICHFELDT.

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SOCIETY NOTE WITH TRAVEL FLAVOR

Miss Grace Stoermer
Of the Bank of A.
Is back from Chicago
And she's back to stay.
Stopped off in S. F.,
And drew her pay
And then took the S. P.
For old L. A.

Scotty, in the S. F. Chronicle.

INDIANS

A reception and dinner were given our State President, Monte Bedwell, by the Palo Alto Club last Tuesday. It was another one of their lovely parties, with the cutest little Indian canoes for table decorations. Margaret Girdner, the first president of the Palo Alto Club, attended the dinner, as also did Gertrude Tubbs. Each visitor was an Indian for the evening, being given a headband with a feather in it. Instead of *Somebody's* cap having a feather in it, *Everybody's* cap had a feather in it!

"If youth but knew what age would crave,
It would both get and save."
Old English Proverb, 1670.

Hazel Hostetter Jacoby

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JUL 15 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 JULY 16, 1932 No. 29

Weekly Program

July 19—Dinner, 6:15 P. M.
Western Women's Building.

July 21—Choral Section, 6:45 P. M.

July 21—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon — Sarah McLaughlin
Emma Gries — Marie Jensen
Clara Brown

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At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

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SISTER GOOSE'S CURSORY RHYMES

Margaret Mary (not contrary),
My! How your club does grow!
Business girls—more business girls,
And new members all in a row.

Sing a song of Mainprice—
Pocket full of rye,
Rather quiet lady—
As a "Vice" she's spry.

When she answers roll call,
We always make her sing
Out loud about the firebricks,
Real 'state 'n' everything.

"Secretary She" once lived in a shoe;
e had so many children she didn't know what to do.
t she sent her announcements, oh, several days ahead—
d then hoped profoundly that they would be read.

Goosey, goosey, gander,
So you know Miss Alexander?
"Members—members—
New members," is her cry.

And by their applications
She puts them to the test,
Then admits them to the club.
Oh, well! You know the rest!

This batch
Has found a new latch,
And everyone must pitch in.
Move a cup
And set it up—
Then call new members in.

Em and Lill bought on a hill
Some property—quite charming.
But when they tried to fix it up,
The prices were alarming.

Ride a cock horse
To Banbury Cross,
To see our own Gail,
Who's endowed with great force,
Put over some measures
To end women's woes.
We'll rise up and bless her
Wherever she goes.

(From The Business Woman, October, 1920)

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Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

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Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

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Except Saturdays

A VACATION THOUGHT

"TO ADD TO THE RESOURCES OF ONE'S LIFE—think how much that means! To add to those things that make us more at home in the world; that help guard us against ennui and stagnation; that invest the country with new interest and enticement; that make every walk in the fields or woods an excursion into a land of unexhausted treasures; that make the returning seasons fill us with expectation and delight; in short to add to those things that help keep us fresh and sane and young, and make us immune to the strife and fever of the world."—JOHN BURROUGHS.

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CLUB NOTES

B. M. PIERCE

Dr. Adelaide Brown, health editor of the *C Club Magazine,* was conferred the degree of Doc of Laws by Mills College at its commencement t month.

Hazel Ramon left Saturday for a two weel vacation to be spent in the Yosemite valley. S plans to take the six-day horseback trip throu the high Sierras.

Blanche Wilson spent the week-end of the Fou at Monterey.

Virginia Marshall, Bertha Pierce and "Betse had a very pleasant holiday week-end at Blue Lak

Marie Judge and Maud Lamberson were at S Jose over the week-end, enjoying also a motor t to Los Gatos.

Allene Schuerbrock enjoyed the holidays with h family and friends at Clear Lake.

Our club was presented with a whole case of candescent lamps—the gift of Bertha Dale. We grateful for this generosity.

Dorothy Irving, who is substituting while Ir Burlingame is on her vacation, had quite an exciti experience last week. She was on a motor t through Stanislaus County, stopping off at Jacks the old Argonaut Mine, and other places of inter in the Bret Harte country, when she found a ratt just outside the door of their car. After giving h a blow which promptly dispatched him, she broug back the seven buttons from his tail as a memen of the encounter.

Edith Bristol has just returned from her vacati after spending one week motoring up the Redw Highway to Portland and the other week at her home town of Santa Paula. While in Santa Pau the Business and Professional Women had an e ning where the losers of a contest were being ent tained by the winners at an *al fresco* supper. M Bristol was the speaker of the evening, the theme her talk being that the Business and Professio Women's clubs have lengthened the period in wh business women are useful in the business wor Instead of placing a premium on youth, as they in the movies, the successful women of today those who are in the years of their maturity.

We had a most interesting visitor from Helsi fors, Finland, this week—Miss Solveig Borg, w is en route to report the Olympic Games for a F nish paper. Miss Borg is a graduate of the Acade of Arts in Paris and contributes art sketches a illustrated articles to the Finnish magazine *Ast*

It was very fortunate that Etheljett White, ni of Mae Barr Long, was able to keep her head in recent tragedy when the boat in which she was f ing capsized off Black Point. Her father had taug her to swim for the boat instead of the shore a keep afloat in that manner. It was due to her pr ence of mind that she was rescued when the accid occurred. She is now recuperating at the home Mrs. Long.

The Hungry Club had our Frances Effinger R mond as their feature attraction for their din gathering last Saturday night at the Bellevue Ho Her subject, "Why All Married Women Sho Resign Their Positions in Business," was tim and interesting. It created a lively discussion plenty of fun. Mary Mooney and Gertrude Tu participated.

FOR THE ROSTER

Dorothy Rankin has moved to 2865 Divisad Street—same telephone as before.

TREES OF YOSEMITE

As convention time draws near and we begin to ink of Yosemite in September, it is of interest to iow that our Mary Curry Tressider has recently ublished a book, *Trees of Yosemite.*

Illustrated by Della Taylor Hoss, also a resident the Valley, it will appeal to all who love the out-doors. It has been endorsed by authorities of the ational Park Service and of Stanford University, d it is written in a way to hold the interest of yman as well as scientist.

THURSDAY EVENING, JUNE 30, 1932

The reception committee started out with a bridge urnament, which seems to be developing into an durance contest, for as the wee small hours ap-oach and the boats ply their way across the bay greater intervals, the "bridgers" still hold on.

Our idea was to provide a little diversion for those io are interested in the lusty game, who were to in the city during the summer months, and to are with the winners a part of our budget. We n only rejoice that the "high spots" are proving be so interesting.

A donation has been offered whereby those second the list may partake of some of the spoils. A tle bird tells us that perhaps the thirders may be varded also, so let's kick up our heels and spurn dust beneath our chairs.

A cake donated by Belle McDonald had great ticing qualities to the goodly number who favored with their ever welcome company. As one person d: "I didn't know we had so many good cooks the club."

A donation from our Pinch Hitter, Rose Miller, acknowledged with many thanks. It cared for ne of those incidentals which always bob up.

Sunshine is always with us where our Tillie is, l again we are most grateful for her donation to s committee.

We had the pleasure of a visit from Miss Dolores nichaud and Miss Leonore Ranz, guests of Anita yer. The "Divan Circle" exploded with laughs l giggles and, we are told, with a story or two!

We regret that Rose Miller has had to withdraw m the tournament, for she was "high man," but t look at the fortune that Henriette Steinegger s fallen heir to. It's something not to be sneezed but beware, Lady Luck; the wolves are at your ls.

Henriette Steinegger admits that this is the first ie she has ever been out to O. H., but we hope is getting the habit.

Please do not forget that the west end of the club ms invites you all who are not playing bridge. ere you may chat or do whatever your heart ires.

Indeed it is Open House on Thursday evenings, l you are the ones who are proving it. Adios.

BLANCHE I. NEWTON, Chairman.

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LET US VOTE!

Only a few more days remain for us to register for the primary of August 30. Those who have not registered since the first of the year, or who have moved since registering, will be barred from voting. At this election we are to choose party candidates for the United States Senate, for the House of Representatives, and for the State Legislature, and to elect judges for the superior and appellate courts and party county committees.

Our civic section has been active this year in bringing to our attention matters of import in our state and national governments, especially as they affect women. Let us show that this has resulted in an increased interest and understanding of governmental affairs by assuring ourselves that every one of us is a qualified voter in the coming election.

It has been said that women's influence in government has decreased rather than grown during the last two years. Let us do all in our power to refute this statement and to accept the responsibilities that come with citizenship. Register today, at one of the branch offices, or at the Registrar's office in the City Hall.

SAN MATEO!!!

Another day without a blemish! Ah—our Peninsula clubs! This time San Mateo sprays us bounteously with hospitality! They arranged the perfect weather, the correct music, the welcome tea, the alluring atmosphere—oh!

Henrietta Clements was ritzy with her foursome—the balance numbering eighteen journeyed down via bus. At the Hotel Ben Franklin there were the San Mateo girls with cars to carry us forth to Woodland Theatre, and Haidee Pohlman showed us the way to enter with season tickets and then escorted us to sure-nuff box seats.

Among the sun shadows, the slight tree-rustlings, the great expanse of sky above, we wandered away from today, from care, from materialism and visioned our hopes fulfilled. Under the expert baton of Signor Molinari, recently arrived from the symphony concerts of Rome, we enjoyed a program that harmonized with the beauty of the woodland setting.

All too soon, with the stirring strains of the Rakoczy March, it was over. Back we were carried to that good old Ben Franklin, to chat and nibble a cake and sip our tea—the flowers, the gardens—how we raved! And how grateful we feel to San Mateo Club, to the president, Kathleen Bartle, and all her cheery girls, for the memorable day with San Mateo Club!

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FORECASTS

THEATRICAL — Helen Gahagan, the adorable, comes back to us—and at the Curran! This time we are to enjoy that glorious voice in lighter vein. And—recall that delicate, lovely Olga Baclanova as the dancer of "Grand Hotel"—can you hear her in song? Ah—these two splendid actresses will be headliners in that coming "The Cat and the Fiddle"—a dainty operetta—having a background of great success in New York and London—in fact, still playing. The opening here is yet uncertain, but anticipated the first of August. AND—alas—just as soon as these theatrical magnates offer us a winner—up goes the tariff, so it looks like a $1.10 per.

AND—early next month, at the Geary, that much-discussed "Cynara" — also rating a London and New York big season. It brings a "big star" by name of Philip Merivale, last here with Henry Miller—ah! Those were the days of Acting Perfecto! This is a modern story—the triangle, a suicide, an understanding wife—et al.! Will be the Geary and they wouldn't dare uplift the price in that thar gallery—so 'twill be 55c.

Oh, I'll be telling you!

And, on Sunday — about the 24th — we'll be a walking — perhaps around Belvedere Island — perhaps around Lake Merced—tenny-rate — remember the date!

And—then some Saturday soon—we must Tea-off again at the St. Francis—eh, what?

Oh, I'll be telling you!

GURTY.

AT THE PAPER KARNIVAL

Dr. Crete Crockett was the winner of a prize the most comical costume at the Women's City C Paper Karnival. She was a "Weary Willie" – tatters and tag tramp, with a bandanna bag at end of a stick slung over her shoulder.

Mrs. Ceil Hamilton looked beautiful as "Dian in green bodice over white paper skirt, and of cou the bow and arrow, all topped off with a large gr hat.

Dr. Adelaide Brown made quite a hit as "Mar Washington," with a large, white, crepe pap puffy cap and a fichu over a purple dress.

Ida Grebinar had a clever paper peasant di and hat made entirely of the comic supplements newspapers.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 9 JULY 23, 1932 No. 30

Weekly Program

Coming Events

July 26—Dramatic Section, 7:30 P. M.

July 28—Choral Section, 6:45 P. M.

July 28—Thursday Open House, 8:00 P. M.

Hostesses

Mary Fennig — Hazeldean Mitchell
Isabelle Banz — Rae Morrow
Rose Miller

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

PPROACHING THE HALF-WAY MARK

Activity indeed, and what a hustling and a stling at our Open House, July 7! Our guests me hither and went thither, some stopping to rtake of delicious cakes donated by Mrs. Robbins d Hazel Jacoby and tea brewed by our specialists, lele Metzner and Allene Schuerbrock.

Almost a stranger, Sara Ann Magill spent the ening with us and we were glad to see her after absence because of evening sewing classes.

Miss McLean, guest of Grayce Dempsey, Miss mpanio, guest of Irene Herlitz, and Mrs. Rose- ter of Omaha, Nebraska, aunt and guest of Hazel coby, all helped us to appreciate how glad we are t we have Open House so as to have the pleasure meeting them.

During the evening, through the generosity of one our "M. M.'s," stuffed dates were served.

Our chairman of the evening was unable to be h us as she is just recovering from an attack of "flu." We can only hope that she is able to go work shortly, as she planned.

We miss Susan McGill, and it was only very re- tly that we learned that she is in the hospital. r wishes are that she will be out in the very near ure, for our Thursday evenings do not seem quite ht without Susan.

As our year approaches the half-way mark, we preciate more than ever what it means to have l friends.

To you who are ever helping us to carry on the rk of this committee, a great big Thank You.

Dark horses appear each week in the bridge tour- nent, which is most interesting from the stand- nt of the spectator, because the scores are so n, there being very little difference between high low, so we look for many upsets before twenty- rubbers have been played.

JOBS FOR MARRIED WOMEN

When there is not enough work to go round among those who need jobs, at once the consideration arises as to who should hold the jobs that there are. Since women are the later comers to the industrial field, perhaps it is natural to expect them to make place for men who have been longer in the sun. At any rate, the fact that the question is brought up at all would seem to indicate that the place of women in industry is by no means as sure as women themselves have felt it to be. For instance, no one would question, at this time, the right of a man, married or single, to hold a job—any job—if he could get it, and perform the work in a satisfactory manner. Yet there is a great deal of fuss and bother at the moment over the matter of married women who are holding jobs.

This brings into question the status of modern marriage. During the recent era of high costs, if two persons wished to marry, it was frequently necessary for them both to work in order to provide the three essentials, food, shelter and clothing, for this family of two. At the present moment, many a married woman is working to take care of the family during the temporary unemployment of her husband.

To make an arbitrary ruling on this subject would seem to be more than anyone could attempt with any justice to all concerned. If women are necessary to business, if their place in the world of industry is sound and secure, they should not be dismissed from their positions at this time because they are women, or because they are married. The position of women in business was settled long ago through a period of proving. And marriage is, after all, a personal relation which should be freed, as far as possible, from economic consideration.—*The Argonaut*, July 1, 1932.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Club Reporter.....Bertha M. Pierce
Advertising Manager.....Irene Herlitz
Business Manager.....Nancy H. Jordan

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Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE

Delegates to the convention of the California Federation of Business and Professional Women's Clubs, to be held in Yosemite in September, will be nominated at our business meeting on August 2. On August 16 the election will take place.

It is hoped that as many of the members as possible will be present at these meetings.

FLORENCE C. ATTRIDGE, Recording Secretary.

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JAUNTING

Around Belvedere Island — Sunday, July 2
Quite a walk—yet easy, and inspiring with scener
We take the 9:45 Sausalito boat—we slip across
Sausalito — embark on a smaller boat landing
little old Tiburon. We circle the island—and th
we EAT! Quite a day for $1.25—eats and fa
Come along, even at the last moment—but let
know ahead if possible.

GERTRUDE D. TUBBS, Chairman.

PORTRAIT OF A HAPPY LIFE

Your reporter after an interview with the fi
vice-president turned naturally to her associate
office, Isabelle E. Banz, for some facts concerni
her business career which might prove of interest
her fellow members.

It is so easy to write nice things about our pop
lar second vice that this column would not be lo
enough to hold them, so instead we shall try in h
own words to let you into the secret of her unfaili
good nature, her genius for friendship, and h
ability to bring to a successful conclusion any cl
work to which she is assigned.

Miss Banz is a native San Franciscan and h
lived here all her life except for vacation tri
After graduation from Cogswell Polytechnic C
lege and the completion of a stenographic course
a business school, she secured her first position as
very young stenographer with the firm with whi
after more than twenty-five years, she is still ass
ciated, the Wolf Hop Company. This fact prese
a remarkable argument counter to the advice oft
given to young business women concerning the val
of making frequent changes of position during t
early years.

Belle Banz is a shining example of how not to g
in a rut. To her it appeared but the simple day
day doing of whatever was to be done. For instan
although she had not included the study of boo
keeping in her business course, as she said, s
shortly "fell into bookkeeping" for her firm, qui
as a matter of course. The fine modesty that mar
her relations with her fellow club members is dai
exemplified at her work, as Miss Banz, now the s
retary and a vice-president of her company, was
above "taking a letter" for the head of the firm
the time we called on her, and still considers herse
general utility man.

The Wolf Hop Company are growers and deale
in hops, owning several large California ranches
which nothing but hops are grown. Since the p
sage of the eighteenth amendment, the company
sales have been largely to the manufacturers of m
syrups and near beer, and a small amount for medi
nal use.

And now for the secret: Belle Banz looks on li
as a happy adventure and feels that she has be
well favored in the many gifts it has conferred
her. She considers that she has had an unusual
happy life in her home, in her associates and in h
work. While her business career has been strict
business at all times, "and lots of hard work," s
is devoted to it and says of herself that she "is n
a bit domestic." Let us agree with Miss Banz th
she has been fortunate, but those very attributes
peace and content spring also from a temperam
richly endowed with the power to bring joy a
happiness to others.

E. L. M.

CLUB NOTES

B. M. PIERCE

Josephine Weed just returned after having spent month motoring through the Lassen and Tahoe ountry with a week in the Yosemite Valley. She eports the falls in Yosemite more beautiful than ver this year.

Celia brought word in from the O'Brien family, ho are spending the summer months at Charlotte IacCuaig's home in Kentfield. She says her mother much improved and she and Delphine both feel ke a million dollars.

We had a nice visit from Lillian Palmer this eek. She was up from Los Gatos for a few days, id we think she came to get a taste of the good old an Francisco fog!

Helen Mahlum is back from attending the Chris-an Science convention in Boston. She is already anning on another long trip, probably to that orld's garden spot, the Hawaiian Islands.

Persia Briggs is very busy these days with some iends from Brooklyn, N. Y., while they are getting eir peninsula home ready for occupancy.

Mary Parsons Ryley spent Sunday with the Merry eague on their outing to the home of Mrs. H. P. yer in Los Gatos.

Susan McGill has left the hospital and is now cuperating at the home of her daughter in Mill alley.

Lillie Anderson is doing nicely after her appendi-tis operation, but still remaining at Lane Hospital.

Merle Curington and her husband left Saturday r a ramble along the Redwood Highway in their ord. The following week Mrs. Curington will tertain her father, who is coming on from Minne-olis for the Shrine convention.

Bertha Stalder left Saturday night to join Sarah an Magill and Mary Bear at Roger's Camp in the ather River district.

We are very sorry to learn of the death of Ednah utler's aunt, last week.

Mrs. D. M. Tafft from Lisbon, N. H., who is esident of the Greenleaf Civics Club and was out the Coast to attend the Federation convention in attle, came in to see our club rooms. She is an l friend of Carita Rogers.

Decie F. Dumpley of Des Moines, Iowa, who was ce a member of our club, also paid us a visit for l times sake. She was also here to attend the con-ntion of Federated Women.

Mrs. Annie Little Barry brought in quite a few the delegates from New York State. They had st returned from a trip to Honolulu, after attend-g the convention in Seattle.

YOSEMITE IN SEPTEMBER

"Would you tell me, please," said Alice, "which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

About this time of year, we feel that we just *must* go somewhere, and off we go, but whether or not we *get* anywhere is a different matter. Like Alice, we may be just a bit muddled and uncertain in our plans, and a little advice from a practical Cheshire cat would not be amiss.

In arranging our vacation trips, let us all remember our convention in September, and plan for a few wonderful days at Yosemite. Besides having a lovely time, we are sure, in our business meetings and discussions, to make some real progress for ourselves and our Federation—in other words, we'll *get* somewhere.

At each convention we have a summing up of the Federation work during the past year. The important question this year will be that of amalgamation with the national organization, and also the status of the Ada Margaret Brayton endowment fund. The question of amalgamation is one of vital interest, and for this reason our convention of 1932 will be of outstanding importance in our Federation history.

So, right now, get out your calendar and put a big red mark around the dates, September 9 and 10. Friday the 9th is Admission Day, which gives us a really satisfactory week-end without being away too long from those offices that just couldn't get along without us. Beautiful Camp Curry is the place, and the business meetings will be held on Friday and Saturday, with a special breakfast on Sunday morning. No formal entertainment is planned. It will be dress as you please and do as you please, with every opportunity to enjoy in our own way the beauties of Yosemite.

Here in the mountain heights there is no depression, for as we breathe in the bracing air and thrill to the beauties of nature, the trivialities of our every-day life are lost in the consciousness of a greater reality.

M. M.

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DON'T WAIT TO LIVE

If we want to know what happiness is we must seek it, not as if it were a pot of gold at the end of the rainbow, but among human beings who are living richly and fully the good life. Nearly every human being is looking for happiness. Nevertheless if you observe a really happy man you will find him building a boat, writing a symphony, educating his son, growing double dahlias in his garden, or looking for dinosaur eggs in the Gobi Desert. He will not be searching for happiness as if it were a collar button that has rolled under the radiator. He will not be striving for it as a goal in itself, nor will he be seeking for it among the nebulous wastes of metaphysics. He will have become aware that he is happy in the course of living twenty-four crowded hours of the day.

To find happiness we must seek for it in a focus outside ourselves. If you live only for yourself, you are always in immediate danger of being bored to death with the repetition of your own views and interests. If your center of gravity is some extra-personal social movement, you profit by the vitality and objectivity of that movement. It matters little, for psychological purposes, whether you interest yourself in making your city cleaner or enlist in the international campaign to rid the world of the illicit opium traffic. . . .

One important source of unhappiness is the habit of putting off living to some fictional future date. When I have $1,000 in the bank, I'll take a trip to Europe! Why not go to Europe in the student third class NOW, and enjoy life while you are young? When I am 35 years old I will marry! Why not marry now, and have the fun of struggling for some common objective in comradely co-operation with your wife? When I am married, I'll settle down and do some serious reading! Why not budget one good book a month during your celibate days? If we defer living too long, unfortunate inter-current events frequently spoil our plans and change our aims. Take a chance! Buy a new picture for your room, enroll in a new course. Buy that automobile even though it is a second-hand Ford! Sit in the gallery and see that play, or listen to that concert. The dividends of too much caution and security are boredom and smugness. It is better to have adventured in life, and made mistakes, than to have petrified in mind and body, in the secure depths of an easy chair, with a horizon bounded by your office, the daily paper, and the four walls of your home. Only the dead know complete security.

Mankind must make civilization work for mankind. No one need ever be unhappy who sees this task clearly, who looks to his resources, who goes forward, singing, to the accomplishment of the greatest task of all, the establishment of a practical brotherhood of man.

Taken from "How to Be Happy Though Human"—W. B. Wolfe, M. D.

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THEATRE BULLETIN

Monday, August 1—"The Cat and the Fiddle," with Helen Gahagan and Olga Baclanova—at the Curran—price $1.10 — reservations and check no acceptable.

Tuesday, August 9—"Cynara," with Merriva in the lead — at the Geary — a Dramatic Night price 80c—let us know.

Sylvia Kempton, Chairman.
Gertrude D. Tubbs.

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SPECIAL COLLECTIONS

The Business Woman

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Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 | JULY 30, 1932 | No. 31

Weekly Program

August 2—Dinner, 6:15 P. M.
Western Women's Building
Business Meeting.

August 4—Choral Section, 6:45 P. M.

August 4—Thursday Open House, 8:00 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

IN THE AIR

Even more interesting than details of the *Akron* self are the ideas behind it and the place that is lanned for it and its successors in military and ommercial history. These problems were explained us in a lucid and entertaining talk by Mr. Herrt W. Crozier at our dinner meeting of July 19. he audience made up for its small size by the tentness with which each member followed the peaker's remarks. In fact, at the close of his talk, r. Crozier complimented us by stating that he had ever spoken to a more attentive audience, while e, in turn, felt that we had never heard a more teresting speaker.

Mr. Crozier discussed first the military advanges to be gained by the use of such airships as the *kron.* Recalling the battle of Jutland in 1916, hen the German navy, apparently hopelessly cut f from its base, was led to safety at dawn by eans of the Zeppelins, he demonstrated the incallable value of these "eyes of the navy" in time crisis. Turning then from the past to an imagiary future war in the Pacific, with our fleet staoned at the crucial station, Hawaii, he showed us at only by means of airships could we acquaint r admiral with the position of an attacking force, us drawing a line of defense along our entire est coast, from Alaska to Panama.

The airships would also be of benefit in watching e entrance to any harbor in which cruisers might sent for repairs or supplies, advising them of the emy's approach so that they would reach the open a without danger of being trapped by hostile ssels.

The *Akron* embodies many improvements over rmer airships, notable among them being the use the non-inflammable helium instead of hydrogen. ound only in southeastern United States, this new as enables our country to stand without competition in the building and operation of airships. For a small fraction of the cost of a battle cruiser we can construct an airship, which, equipped with long-range machine guns, can be operated with fewer men, carry more planes, attain a much greater speed, and be of inestimably greater value as a means of observation over vast stretches of ocean.

In the commercial field it is expected that the airship will within the next few years be operated regularly across the Pacific and the Atlantic. Its increased safety with the use of helium and the lightness and strength of its construction, together with its spaciousness, lack of noise, and speed of travel, all combine to insure its success in the field of transoceanic travel.

Let us hope that the value of our airships need never be tested in a great war. We may, however, all look forward to the time when we shall be traveling to Europe or the Orient on a week's vacation!

M. M.

AMALGAMATION

At the Business Meeting to be held on August 2, the subject of the amalgamation of the California Federation of Business and Professional Women's Clubs with the California League of Business and Professional Women's Clubs will be presented by Miss Ida M. Reed, chairman of resolutions of the California Federation of B. and P. W. C.

This is an important matter which vitally concerns every individual in our club, and it is, therefore, earnestly desired that all members attend this momentous meeting.

The eleven points of agreement appear in the July issue of the *California Woman.* Read them carefully and come to the meeting prepared to discuss the matter knowingly.

CHARLOTTE F. MCCLELLAND, President.

The Business Woman

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ADELAIDE'S ADIEU

With the appearance a short time ago of Violet Neuenburg's "Ode to the Ads" — which, by the way, was met with much acclaim—our advertising contest came to a triumphal close.

Every one of the contributions was clever, interesting, and amusing, making it difficult indeed to choose from among them three which should receive the prizes. However, after much careful thought, the momentous question has been decided. Violet Neuenburg is to be the fortunate recipient of a GREBBIE hat, Mary Elmina Kelly bears away in triumph a bottle of MARY ELEANOR'S delicious French dressing, and to Jean Kerrison is awarded the most flowery prize of all, from the FRANCIS FLORAL COMPANY.

We are extremely grateful to the donators of these prizes, and we wish to remind those other contestants who were kind enough to send us contributions, as well as the ones who didn't get around to it in time, that these desirable articles are still within our reach. Let us all remember to visit Grebbie, Mary Eleanor, Francis Floral Company, and our other good advertisers. Nowhere else can we get such a friendly welcome, such good merchandise, and at such attractive prices as from them.

"THE CAT AND THE FIDDLE"

"The Cat and the Fiddle," which comes to the Curran on August 1, has been running in New York since last October, having given over three hundred performances.

Starring Helen Gahagan, who recently made such a success here in "Tonight or Never," this operetta will be particularly welcomed by San Franciscans. Miss Gahagan has just returned from singing the title role in "Aida" in New York.

JOY HOURS

Ah—lot's a-doings: As a finale to the Shri atmosphere, let's huddle at the St. Francis, on S urday, the 30th, at 'bout ten of 4—in the Lob We haven't tea-d in some while, and it will s'nice to have a chat, and it's so reasonable. Eat stingy luncheon, then fill up with us, for 50 cen

And then, there's that theatre party on Mond night—whoo! "The Cat and the Fiddle" wi Helen Gahagan and Olga Baclanova — Ah — price, a dollar ten.

Follows, the Business Meeting on Tuesday—a other date.

And, Sunday, the 7th, that jolly day a-down Peninsula, with the Northern District: Lunche and the Concert at Woodland follow. Burlinga Club is the hostess—and you knows them!

And still more: Tuesday, the 9th—that Dramat night, at the Geary—A-1 cast in "Cynara"—a re triangle drama—price 80c.

And Dass'al from the

DRAMATIC AND EVENTS COMMITTEES.

CLUB NOTES

B. M. PIERCE

Nell Palmer and her nieces left Saturday for motor trip to the Sequoia National Park, stoppi off at Wawona, Yosemite Valley, and a night Glacier Point. What an interesting trip!

Grace E. Sweney, who has been across the b since her return from Portland, is now manager the Matsonia Apartments, 645 Leavenworth Stre where she will be glad to renew acquaintances with old-time friends and club members.

We were glad to see Susan McGill back in S Francisco, now fully recovered from her recent ness and looking fine.

Eva Smith Hackett has left the hospital and now recuperating very fast at her home.

Do you remember Mr. Leonard Wilson, who ga us a talk on the subject of "Heraldry" about year ago at one of our dinners? He is starting class in September at the University of Californ Extension Building and would welcome all tho interested in genealogy and family surnames.

Violet Neuenburg is driving to Yosemite Vall for a week, going by way of Pine Crest and the B Oak Flat road.

We hear that Elma Baily, who was ill with fluenza, has now recovered from the attack and able to return to her desk.

Eleanor Walters left Saturday to join her siste at Dutch Flat, where she has been resting for abo a month.

We are sorry to learn of the passing of Leno Alleigh, who was a former club member. She w ill for about four months and passed away on Ju 18 in San Francisco.

Margaret Girdner, who is teaching summer co lege at San Jose, was up for the day Thursday a just stopped in for a few minutes to say "Howdy and "Good-bye."

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"CALL HOME THE HEART"

Having read and enjoyed this first novel by a ew writer, Fielding Burke, we passed it on to the oung Man from Gastonia, with the idea that the riter's lavish use of "local color" might be bal- nced by the picture presented in lower tones by ne who knows the facts and has seen the conditions the textile mills at first hand fairly recently.

The story centers around Ishma Waycaster, orth Carolina mountain girl, and her poverty- ricken "kin" and neighbors; her love story and ruggles before and after marriage to make life the rugged, barren hill farm less stark and un- vely. Conditions become unbearable even for her dlant spirit and she runs away with another man the plain, where the towns of the textile mills fer a different way of life and which she hopes ill prove to be what she is seeking. A year or vo after Ishma reaches Winbury (Gastonia), the thor drags in pages and pages of communistic opaganda, which weaken her story and which she ould probably have omitted with greater experi- ice in novel writing. Ishma takes an active part the strike of the textile workers, but later the ountains call to the hill-born heart so strongly that e returns to them and to the love from which for vhile she had turned aside.

The story is interesting and well written; Ishma a well-developed and appealing protagonist and e novel gives promise of finer work in the future. The comments of the Young Man from Gastonia ll interest those of you who have read "Call ome the Heart" and we only wish we could con- y in print the delightful Southern accent in which ey were spoken. The incident of the elderly oman who is bayoneted he says is quite untrue; one was bayoneted in Gastonia except "im- rted" gunmen. The women leaders of the strike re not local women and some of them were later ported! They were wanted in other states at that ne for deportation as foreign-born agitators. la Ramsey was later killed in a fight between two ctions of mill workers.

Fred Beale, the real name of Miss Burke's saintly ganizer, was a man holding a dishonorable dis- arge from the army after having served five years the disciplinary barracks at Alcatraz, a sentence lled in army vernacular "five years and a kick" ut) for arson, having been convicted of burning e home of a prostitute in Honolulu. He and sev- l others acting as his bodyguard while he was a mmunist organizer in Gastonia were indicted for ling the sheriff of Gaston County.

(*Continued next week*)

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Economy is the fashion!"

YOSEMITE—ANTICIPATIONS MORAL AND PHYSICAL

A convention is one of those delightful times in life where many things are threshed out by majority vote. Not always do we agree, but when did it hap- pen any one person was ever right all the time?

This getting along with other folks is a moral stimulant. The acceptance of another's thought may be considered mental, but it somehow broadens one's whole outlook, causes one to look around a subject and not be the dumb Dora who accepts every- thing that is said or printed. And when we look around a subject we often find much more in it than at first appeared. Our thinking box becomes larger, our moral fiber becomes stiffer and straighter and we are better citizens.

Is there any danger of the thinking box becom- ing too large? There's no such record, but let's give it a chance.

As for the physical—there is the exhilaration of group life, the call of spirit to spirit—making us forget the little troubles that have perhaps been keeping the glooms hugged close. Release for a mo- ment of joy gives a respite to the body and we have a degree of health that we had thought impossible.

Effect of environment on receptivity. Influence of fresh air on lungs and lungs on amiability. That's what scenery like Yosemite does to us humans.

Oh, well, whether we need the moral and physical reactions, the convention itself is sufficient pay. Watching the wheels go around, the greeting of friends, the forming of new friendships, the being a part of the group, the doing of our share in the work—all is pay. It's pay that has no monetary value, but it's pay paid to you all through your remaining life.

So plan to go to Yosemite, September 9 and 10. Make your reservations with Camp Curry. There are cabins with and without baths, and tent houses. Rates are quoted in the July issue of the *California Woman*, and if you wish you may write and make your reservations at once. A lot of us have done just this.

I. M. Reed.

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LUNCHEON INVITATION

The following invitation comes from the Women's Traffic Club. Having experienced some of the delightful parties given by our sister club in the past, we are sure that those who find it possible to attend this birthday celebration will enjoy every minute of it.

"The Women's Traffic Club will hold their annual bridge luncheon at Hotel Mark Hopkins, Saturday, August 6. It will be the seventh birthday of the club and a reunion of all present and past members is being planned. It is sincerely hoped that as many as possible of our good friends of the Business and Professional Women's Club will be with us. They are most cordially invited."

THURSDAY EVENING, JULY 14

And the merry game goes on with many upsets and "Dark Horses" again threatening to take the lead in the Bridge tournament.

Our "Heiress," Henriette Steinegger, is still No. 1, but we note that Maud Lamberson is making a strong bid for the front seat, with Emma Gries quietly pegging along, with leaps and bounds piling up the score which will, we feel sure, have to be reckoned with before long.

Our speed table, Judge-Lamberson-Pierce-Ryley, will soon be finished, and then will we have fun, fireworks and the finale, watching the others bid for fame and fortune.

At the Auction table, Susie Hicks was on her vacation, and Mrs. Samuels, guest of "Grebbie," was her substitute; what a score she turned in, enough to make the leader, Mary Fennig, hop, skip and jump, but not at four o'clock in the morning!

Our "Mother" Maclaren had excellent luck with the wary high spots, and we are told that Elsie and her partner Rosie were no match for her and Edith Floyd.

What a pleasure to see Lillian Hall! She is such a busy lady that evenings find her usually clinging to her own fireside.

The "Divan Circle" this week ran to Anagrams, with Jack and May Long successful participants. By the way, Jack and the reception committee have been getting their heads together about plans for a little surprise for you all in December. What do you suppose it can be?

A most fitting climax for a pleasant, busy evening was the cake sent to us by Anne Joseph and tea brewed by our experts, the *A A's*, Adele and Allene, who are doing such a wonderful job in helping with the hostess work.

ONE OF THE COMMITTEE.

NORTHERN DISTRICT MEETING

Many of us are looking forward to attending Northern District meeting to be held in San Ma on August 6 and 7. The Burlingame club is acti as hostess, and we know that everything will planned to give the guests an enjoyable time.

On Saturday evening, August 6, at seven o'clo there will be a dinner at the Oak Tree Inn, follow by cards and a short program — price seventy-f cents. The board meeting will take place Sun morning at 9:30, and the business meeting at o'clock, at the Benjamin Franklin Hotel.

Of particular interest is the luncheon at twe o'clock on Sunday, also at the Benjamin Frankl for we are promised a round-the-world trip for paltry sum of one dollar. We are warned to bri no baggage other than imagination, and for furth details we can only wait and see. Following luncheon and program we will attend the Philh monic concert at the Woodland Theater at the c of fifty cents plus tax.

Please make reservations with Mrs. Burlinga before August 3.

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SPECIAL COLLECTIONS AUG -5 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 AUGUST 6, 1932 No. 32

AUG 1 - 1932

Weekly Program

Coming Events

August 8—Book Section, 7:30 P. M.
Speaker: Henri Napier Carmer.
Subject: "Psychology in Modern Fiction."

August 9—Dramatic Section.
Geary Theater.

August 11—Choral Section, 6:45 P. M.

August 11—Thursday Open House, 8:00 P. M.
Hostesses
Frances Egan — Minna Brown
Virginia Merrill — Clare Borello
Ruth Shaw

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

GRAY DAY

Gray mists from the gray skies; whirling down into the tree-tops. Swirling, bending, gossamers. Lifting vapors. Trailing, thin ribbons of fog. This was the mood of the Park on a July day at noon.

All the bright colors of Spring must have been locked away. Just sombre tones painted the mid-summer scene today, and seemed reflected in my own thoughts as I walked alone, with no objective but the road before me.

The road led down through the Memorial Grove, that remembers those of California's children who went before us, in the World War. A quiet grove of reverence. A wandering path brought me back to the North Drive and westward to the Portals of the Past, memory's reflection in cold beauty. Then another peaceful path through the trees of a primitive forest; marked only by wagon tracks. Some parallel to each other. Some in such close repetition that a deep cut was made into the earth. Tracks that crossed tracks. Some to the right; some to the left. Such is life and its companions. We meet, and travel a long time together. Others cross our path and we scarcely know them. Some go the way for a short while, and destiny leads us apart.

* * * *

Gradually the fog disappears. Once again there are tree-shadows, dimly brown at first, then darkening into majestic silhouettes. Slanting eastward; some sharply conical, some describing soft arcs across the grass. There is a dim, delicious fragrance in the air. In the distance, thin spirals of woodfire smoke ascend in a clearing. The westering sun tints the trees with copper until they seem afire. Bulking clouds are tipped with rose colors; and a golden radiance fills the air as from celestial censers swinging in angel hands.

There is peace and tranquillity in this benediction of the sunset.

MAY F. RILEY

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor.....Rose D. Miller
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Club Reporter.....Bertha M. Pierce
Advertising Manager.....Irene Herlitz
Business Manager.....Nancy H. Jordan

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Historian.....Mabel Pinger
Remembering.....Johanna E. Heim
Sunshine.....Matilda Schimpf

Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

NOTICE

Delegates to the convention of the California Federation of Business and Professional Women's Clubs to be held in Yosemite in September, will be elected at our dinner meeting on August 16.

It is hoped that as many of the members as possible will be present at this meeting.

Florence C. Attridge, Recording Secretary.

CLUB NOTES

B. M. Pierce

Charlotte McClelland left Friday for a [illegible] weeks' vacation going down to Los Angeles to v[illegible] and see the Olympic Games.

Ida Lord started her vacation this week, go[illegible] on a hobo motor trip—that is, just starting out [illegible] a jaunting trip stopping off where they feel [illegible] it, and maybe going on to Placerville, Reno [illegible] Bryce Canyon.

Clara Brown, who has been spending her vacat[illegible] in Santa Cruz and Capitola, left for Los Angeles [illegible] take in the Olympic Games. She will return to to[illegible] in time for school on August 8.

Belle Simmons left the early part of July [illegible] spend the summer months in Rochester and pla[illegible] in New York State.

Mildred Adams has been spending her two wee[illegible] vacation showing her mother the places of inter[illegible] in and around San Francisco and vicinity.

Ida Reed is back from her Tahoe Camp feel[illegible] full of vim, vigor and vitality.

Merle Curington returned from her Redwo[illegible] Highway ramble in time to entertain her fat[illegible] during the Shrine convention.

Jessie Scott acted as hostess to the wives of [illegible] Nobles of Al Malikah Temple, Los Angeles, w[illegible] were quartered at the Hotel Whitcomb during [illegible] Shrine convention.

Don't you just envy Mary Sexton and her husba[illegible] —taking a two or three months' leisurely trip [illegible] motor to Glacier National Park, Yellowstone a[illegible] up to Lake Louise and Banff, then south throu[illegible] Cedar Breaks, Bryce Canyon and maybe Grand C[illegible] yon into Arizona!

Carlie I. Tomlinson has charge of the new he[illegible] quarters for the Women's Democratic Forum [illegible] the second floor of the Women's City Club.

We hear Nell Ehlers has been very active lat[illegible] in the affairs of the Daughters of the Americ[illegible] Revolution and she is now chairman of publicity [illegible] the State organization.

We had as guest last week Miss Grimes fr[illegible] Pullman, Washington, who was passing through [illegible] city and came in to see our club rooms.

We have a little note from Mary Tresidder s[illegible] ing they will be glad to welcome us to the Yosem[illegible] in September. She says the valley is lovelier t[illegible] season than in years and the high mountain meado[illegible] are just beginning to come out now. She is qu[illegible] busy taking extended trips into the mountains d[illegible] ing the summer but expects to meet us there in [illegible] fall.

As your reporter is leaving on vacation this we[illegible] kindly 'phone in your news items to Mrs. D. Ros[illegible] Withers, DA venport 1234.

FOR THE ROSTER

Gertrude Wise has moved to 2901 Gough Stre[illegible] Apartment 205—no telephone.

Roberta Stadell can be reached now at 2960 P[illegible] Street.

We'll See You
in
YOSEMITE!

ASTROLOGY

Our next speaker, for August 16, will be Miss lina Solomons, astrologist. The subject: "Love d Marriage from the Standpoint of Scientific trology."

Miss Solomons is an authority on astrology. She very clever in her work of reading horoscope and know she will be most interesting. I hope you will come as this will be one of the most interesting ograms we can have.

JULIA ROSSOW, Program Chairman.

THURSDAY EVENING, JULY 21

A cake donated by Jean Kerrison, and one from e of our "M. M.'s," also popcorn distributed dur- the evening made possible through the generosity our president, Charlotte McClelland, helped to ke another Thursday evening an enjoyable one. At one of our Bridge tables we entertained a spective member, Mrs. Helene Smith, who looks ward to joining us in the near future. We surely e she will.

Anita Harris Ludwig, with her guests, the Misses ker of New York, dropped in for a few minutes that they might see our club rooms.

Margaret Girdner, newly appointed "professor- " at the San Jose Normal School, just said hello us on the fly promising that the next fly would e longer wings.

Jessie McKinney with her guest, Mrs. Manning, her sister, Mrs. Mooney, joined us in time to take of our "special brew."

Miss Johnson, Miss Morris and Mrs. McIlwaine, sts of Mrs. Lelle McReynolds, confided that the res were not so good, due probably to the excite- nt of bringing home prizes, booby and otherwise, the afternoon.

We were so glad to have Elizabeth Mowder with and sincerely hope that it will be possible for to come down often.

The Bridge tournament is drawing to a close. s and downs are prevalent. Your guess as to the ner is just as apt as not to be correct, but it ks like just another of those problems, how old Ann?

YOSEMITE HOPES AND PLANS

President Bedwell has hoped and planned for this Yosemite Convention for a year. She hopes each and everyone of you will come, for her hopes alone cannot make a federation grow. What'll it cost? That *is* a question! But the cost has been kept as low as four dollars a day, which includes both room and three meals.

That 's one side to look at—the personal, material side, and doesn 't it look good?

Let 's look at the other side and ask ourselves what price a multitude hoping to better the business and professional women of California. Now whatever cost does not seem so great, does it? So you see this is the time to strain the old pocketbook, if you still have one, and go. I have known mighty nice things to happen immediately after what-might-be-termed as extravagance. Don 't take that as a promise—but who knows? It might be extravagant to go to a convention this year but this is just the time to stick by the banner and keep marching on. How is the Federation to advance if you and I do not stick by it?

President Bedwell has planned the convention for two days only. She tells us we must work during working hours but we may play our own way the balance of the time. That 's planning for the Federation 's needs and our pleasure also.

Two important matters of business are coming up—the amalgamation and the disposition of the Ada Margaret Brayton endowment fund. What do we think about these questions? Let's go and tell and then accept the rules of the majority. That's the true Federation spirit. Let's resolve to do our part!

I. M. REED.

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"CALL HOME THE HEART"

(Continued from last week)

In regard to working conditions among the textile employees, North Carolina has a workmen's compensation law very similar to the California law, so that conditions which might be overlooked by the authorities would not be tolerated by insurance companies. Cooling and ventilating systems are installed in all modern plants. In the company cottages, rented to the workers for almost nothing, plumbing, light, water, fuel and modern conveniences are provided. Conditions described in *Call Home the Heart* existed twenty years ago, although conditions today are worse in Gastonia than in any other mill town in North Carolina, only because they make a lower grade of textiles and employ a less intelligent and less skilled class of labor.

About the strike, my young man remarked that the United Textile Workers' Union double-crossed the mill workers in North Carolina and ran away with their money. The Communist organization called the National Textile Workers had no money and never had enough food at headquarters at one time to feed a hundred people, and there were hundreds of strikers. It is believed that they dynamited their small food supply themselves in order to avoid having to tell the strikers they couldn't feed them and to arouse a sympathetic public opinion. Very few mill workers have any affiliation with the American Federation of Labor even today; the majority are still unorganized and much of the trouble has been due to this fact.

The lynching of a negro because of a money row with a white man is untrue and could not happen, as negroes are never lynched except for one reason, and Southerners would defend this practice, believing that it is the only way to impress on a primitive intelligence that such crimes must not be committed. A jail sentence for ten years means nothing to a negro, as the living conditions which he finds in the penitentiary are probably more comfortable than the shack from which he comes. Thus the problem of lynching has become one of those complicated questions which it seems cannot be solved.

Conditions in the Gastonia textile mills have furnished so much material for books, newspapers and magazine articles of late that it is well to remember that writers' pens—and imaginations — sometimes run away with them.

E. L. M.

DRAMATIC NIGHT

Geary Theatre—Tuesday, August 9—"Cynara a real drama—by a splendid company. Price, 8 Seats now.

SYLVIA KEMPTON, Chairman

AD QUIZ

What advertiser's name contains that of a mous poet?

What ad. contains the name of a former Sec tary of War?

What ad. contains the name of a famous fin cier?

What ad. contains the numbers from one twelve?

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SPECIAL COLLECTIONS AUG 12 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

L. 9 AUGUST 13, 1932 No. 33

B&P W.C. CALIFORNIA AUG 30 1932 ACADEMY OF SCIENCES

Weekly Program

August 16 Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Miss Selina Solomons.
Subject: "Love and Marriage from the Standpoint of Astrology."

August 18- Choral Section, 6:45 P. M.

August 18 Thursday Open House, 8:00 P. M.
Hostesses
Elma Baily Lucy Thompson
Betty Walton Irene Herlitz
Hazel Jacoby

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

Yosemite Convention—Actual Plans

On Friday, September 9, our convention opens for registration at 9:30 A. M., and at 10:30 A. M. it formally opens and the business begins, so plan to be there the night before. We toil the first day from 10:30 A. M. to noon and from 2:00 P. M. until later.

At 6:30 P. M. a barbecue dinner outside and npfire entertainment. The leader of assembly ging, Mrs. Jennie Uniacke, is asking for stunts or er volunteer entertainment for this. What'll it girls? Do we sing, dance, or just lend our pres-e? Dances have been promised by the real Yo-ite Indians.

Next day, Saturday, we begin work at nine and s going to be some busy day—amalgamation, the posal of the Ada Margaret Brayton Endowment nd, the revision of the by-laws, etc., etc. At din- we are supposed to be Colonial dames. Wonder w our short hairs will get in with that dignified nosphere? Our Choral leader, Florence Drake LeRoy, has been asked to help with this, so we know it'll be good. This dinner is where we kiss the old officers good-bye and welcome the new ones. The poor things, they always go in with such kindly feelings — slathers of good cheer and wishes, and then find themselves at the mercy of each and every one of us. But when they say good-bye to their duties at the end of the year, they are again received back into the old fold with lots of "well dones," etc. And a sardonic pleasure at seeing them in the rank and file once more. S'funny old world, isn't it?

The Sunday morning breakfast is a kid party. The notice says turn back time, ten, twenty, thirty and forty years. Well, how old do they think we are?

Anyway, it sounds interesting, so let's plan to be there.

IDA M. REED.

ASTROLOGY

Our next speaker, for August 16, will be Miss Selina Solomons, astrologist. The subject: "Love and Marriage from the Standpoint of Scientific Astrology."

Miss Solomons is an authority on astrology. She is very clever in her work of reading horoscope and I know she will be most interesting. I hope you will all come as this will be one of the most interesting programs we can have.

JULIA ROSSOW, Program Chairman.

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CEIL D. HAMILTON—INTERIOR DECORATOR

While some of our newer members may not recognize Mrs. Hamilton in the role your reporter has assigned to her, those of us who have enjoyed for six years her months of diligent furniture shopping in our behalf and the successful result of her talent and good taste in our delightful, homelike club quarters have a very warm spot in our hearts for her and the service she rendered us at that time.

Possibly it will be well for us to look back for a moment and recall a few of the almost magical effects she achieved on a limited budget. Do you remember the ancient tin pan, with its "rolls" of mechanical music that we dignified by calling our piano, that Mrs. Hamilton succeeded in hypnotizing a large and reputable dealer to exchange for the perfectly good instrument we now enjoy? And the unbelievably low price she wheedled out of the painter for the lovely green tone of our walls? The mirror with the terrible frame converted into a work of art by her skillful use of Chinese carving?

It is needless to say that these little matters were not mentioned by Mrs. Hamilton in our interview, but they are not forgotten by her fellow club members, nor the fact that when she had finished, she "knew the price of every piece of furniture in San Francisco." The results of her efforts speak themselves, and have earned our lasting gratitu

Mrs. Hamilton is an easy person to intervi probably the result of her own newspaper work the prominent part she has taken in public After finishing school, she made the usual so debut, which, with her keen sense of humor capacity for getting the most out of life, must h yielded a thoroughly enjoyable good time to a r attractive girl. From this she turned to newspa work at the instigation and through the encoura ment of Mr. Hamilton, who had said to her that would almost rather get one of her letters than see her, and why didn't she write? So write did, for two or three years on an Oakland wee called *The Ingleside*, similar to the San Franci *Argonaut*. In the fashion of a few years ago, used the pen name of "Diana the Huntress" for social notes and dramatic write-ups, in her o words "gossipy and critical." This was followed similar work on the daily Oakland *Tribune*. Fo short time after her marriage and removal to S Francisco she wrote for the *Argonaut*.

Then followed several years of being a wife a mother until 1917, when she became interested war work. On the death of Mrs. George Sper Mrs. Hamilton succeeded her as active head of National Defenders' Club in the Monadnock Bui ing, conducted by the National League for Wo an's Service. Selling Liberty bonds and conduct a war canteen being, in Mrs. Hamilton's wor "spectacular pieces of work," attracted the att tion of the organized clubwomen. Although she h never belonged to a club in her life until the est lishment of the National League at 333 Kea Street, she was asked to be president of the and County Federation. However, she did not e serve her term, as she says she learned that she lo to work with women, and not for them, as she required to do as president.

Closing our brief talk with the nicest part of Mrs. Hamilton had this to say of our own organi tion: "I have belonged to many clubs in the few years, but I can say with all frankness and c viction that the most interesting and the most in vidual group in which I take pleasure in being member is without reservation the Business Professional Women's Club."

E. L. M.

INDEED WE DO!

It was a joy to attend our large and enthusias business meeting of August 2, in which we discuss the question of whether we favor amalgamation wi the National Federation. Each member who spo contributed much of value to the subject under d cussion, and we all derived inspiration from t interchange of thoughts on a matter which is such vital importance to us all.

More than ever are we looking forward to our c vention next month, when we may have the opp tunity to express our desire to co-operate with business women throughout the country.

M. M.

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Shampoo and Marcel	1.25
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Steam Oil Permanent Wave	5.00
Manicure	.50

166 GEARY STREET KEarny 7309

NOMINATION OF DELEGATES TO STATE FEDERATION CONVENTION

At the regular business meeting of August 2, 32, the following members were *nominated* as egates to the convention of the California Fed- tion of Business and Professional Women's ibs, to be held at Yosemite, September 9 and 10, 32:

allie Bachich	Lillian Hall
nnie Little Barry	Mary Mooney
da Brace	Louise O'Hara
lorence Calderwood	Frances Raymond
. Clements	Ida Reed
ertha Dale	Susan Smith
otilde Grunsky	Gertrude Tubbs

Delegates will be *elected* on Tuesday, August 16, 32. The election will take place in the club rooms, l the polls will be open from 12 noon until 7 P. M.

FLORENCE C. ATTRIDGE, Secretary.

HURSDAY EVENING, AUGUST 4, 1932

Our club rooms were alive with chatter of guests l members, some seriously striving toward fame l fortune through the medium of the Bridge rnament, others earnestly considering the possi- ty of bigger and better words (anagrams).

Guests

Mrs. Fredenburg, Western Women's Bldg.	
Mrs. Jacobs	Mary Parsons Ryley
Miss Muse	Hazel Jacoby
Mrs. Shetter	Dr. Spriggs
Mrs. Mott	Dr. Crockett
Dr. Fernald	Dr. Fernald

Miss Miller, Dietitian of Laguna Honda Home

We were indeed glad to have you enjoy our club ms with us and we hope that you will come in.

Susan McGill made her first visit since her illness it seemed good to see her back.

a new member of the Choral, Miss Divini, spent evening with us and we can only congratulate section, after our evening together.

Etta Graff has been with us very little, but she mitted that she would like to come more often. we hope that she does. We will help that bash- feeling, Lady.

Through the kindness of Mary Fennig and Dr. ckett, cakes of all sizes, shapes and colors were before the queens.

And that Bridge tournament: our participants on schedule, and will end the grueling race next k, when the spoils will be divided among the ckies."

CLUB NOTES

D. ROACH WITHERS

We are indebted to Mrs. Lidstone, Mrs. Maxwell's mother, for the lovely flowers that added to our always cheerful club rooms.

Jessy Scott is fortunate in having friends at Lake Tahoe, who are entertaining her at their summer home up in the beautiful Sierras beside the Lake in the Sky. Mrs. Scott expects to leave August 15 and will be away for about two weeks.

Dr. Goss returned from a visit at Livingston in time to attend the dinner and business meeting Tuesday evening.

Vacationing seems to be still the popular pastime. Estelle Walton is leaving August 15 for Mt. Shasta.

The following club members expect to attend the Northern District meeting at Burlingame: Bertha Dale, Ida Reed, Ada Brace, May Riley, Ethel Maxwell, Z. Clements, Eleanore Lambertson, Callie Bachich, Rita Mullowney, Terese Forman, Jessie Scott, Emma Schmedes, Mabel Pinger, Daisy Bruhn and Gertrude Tubbs.

Violet Neuenburg has returned from her vacation, spent at Yosemite Valley and Glacier Park, having had a good rest and most enjoyable time.

Just to make the club members who were unable to be at Tuesday's dinner and business meeting wish they had, just read the names of members who have not attended for some time, who were there Tuesday: Charlotte MacCuaig, Celia O'Brien, Mary Crookston, Ceil Hamilton, Ruth Shaw, Margaret Dailey, Kathryn Cosgrove, Jessie Eckles, Dr. Chung, Lillian Hall, Lydia Johnson, Leola Good, Estelle Walker, Jeanne Goodwin, Florence Calderwood, Mae Cummings, Margaret Moore and Esther Phillips. There were so many we had not seen for some time and were so anxious to give them a pat on the back, we may have missed one or two, but we do hope you will come again soon and often.

Josephine Weed spent a month vacationing and enjoying a good rest.

Delphine Morrison has returned from a delightful trip, visiting in Denver and Leadville, Colorado, and Ranger, Texas. She stopped in Los Angeles for the Olympic Games, and got back to San Francisco just in time for the opening of school last Monday.

GIRLS

Come to **Anita K. Mayer's** Corset Shop, 362 Geary Street, for figures that must have their faults remedied and their good points brought out.

The woman who knows how to wear clothes will most certainly give first consideration to her corsets this FALL . . .

Look at the dress styles representative of the mode and observe the exacting waistline effects extending up to the ribs!

To be a 1932 model come to the "Home of the Corset of Youth."

Prices in conformity with the times.

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FOURTEEN HOURS A DAY

There come to all of us office workers certain dark days when we feel that our work is much too hard and confining. We would like more time at noon to do our shopping and chat with friends, and as for getting to work right on the dot of nine—well, it's almost too much to expect of anyone!

At such times, let us think of the worker of forty years ago, to whom Saturday half-holidays were unknown and summer vacations a Utopian dream. The following code for employees of the early eighties, discovered by Dr. Royal A. Roberts of the Economics Department of the University of California, is quoted from *P. G. and E. Progress:*

"The store must be open from 6 a. m. to 9 p. m. the year round.

"Store must be swept, counters and showcases dusted, lamps trimmed, filled, and chimneys cleaned, pens made, a pail of water and a bucket of coal brought in before breakfast.

"Each employee must pay not less than $5 a year to the church and must attend Sunday school regularly.

"Men employees will be given one evening a week for courting, and two if they go to prayer meeting.

"The employee who is in the habit of smoking Spanish cigars, being shaved at the barber's, going to dances and other places of amusement will assuredly give his employer reason to be suspicious of his integrity and honesty.

"After fourteen hours in the store the employee may spend his leisure time in reading."

A GLORIFIED PICNIC

How's that! Do you like a picnic? Some d and some don'ts. But this is to be a picnic o new variety. This is minus lunch preparation, mi packages, minus exertion—all you bring along yourself! We will hie to Mill Valley — Marvel Marin—on Sunday, August 21. A little tripp along flowery lanes and we are at the home o member. We exclaim, we fuss about, we chat, we l in the sun—and then WE EAT! Our hostess is the picnic lunch mistress! And she is a pal teaser! Ah, after — when the inner girl is co placent—we loll, we walk, we play cards—we id And the cost, a mere one dollar! This—transpo tion and eats! Doth it tempt you? Then tell it t

GERTRUDE D. TUBBS, Events Chairman

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"Gee! Margy, what a sweet dress! Model?"
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AUG 19 1932
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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 AUGUST 20, 1932 No. 34

Weekly Program

CALIFORNIA ACADEMY OF SCIENCES LIBRARY AUG 19 1932

Coming Events

August 23—Dramatic Section, 7:30 P. M.

August 25—Choral Section, 6:45 P. M.

August 25—Thursday Open House, 8:00 P.M.

Hostesses

Elsie Monte **Eleanor Middlehoff**
Grayce Dempsey **Daisy Denis**
Nora Blichfeldt

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

SUNDAY WITH THE NORTHERN DISTRICT

The Northern District members and their friends who attended the regular quarterly meeting at San Mateo and were entertained by the Burlingame Club were indeed fortunate.

To the outsider looking in, the entire program and entertainment displayed careful planning with every consideration shown to the visitors. The board meeting under the trees in the beautiful garden of the Benjamin Franklin Hotel could not but have been conducive to much thoughtful and calm deliberation. At ten o'clock the board adjourned and the district meeting was called to order by the president, Mabel Gregson. The business was conducted with that clarity and dispatch for which business women are famous. Both the presiding officer and those privileged to participate are to be complimented. The reports from the different clubs were replete with club activities and plans. The speeches were terse and to the point. Promptly at twelve-thirty the meeting was adjourned, all questions settled pro or con and all business before the meeting finished. Present and future members of the United States Congress please take notice!

At luncheon, the hotel dining room was filled with good-looking, happy, and prosperous women who had come for a good time and were having it. Mrs. Inez Borren, president of the Burlingame Club, called the meeting to order and graciously welcomed the delegates and their friends. Miss Pansy Abbott then conducted all of us on a trip around the world without wear and tear of travel or expense. And what a trip it was! Stops were made in Spain, Holland, Italy, France, India, Japan, and other places of interest, and the sights and sounds were much enjoyed.

Lives there a woman with soul so dead who to herself has not said (at a fashion show): "Ah! there is the dress, hat, or wrap which will make me truly beautiful"? Such pretty girls, such clever modeling, and such garments! Mere words fail. Altogether a delightful and unique trip. Thank you, travel guides, one and all.

As a final treat we attended the symphony concert at Woodland and heard a delightful program of music conducted by Mr. Frederick Stark. In all, a most delightful day, and so home and to bed.

CRÉTE ARNETT CROCKETT, M. D.

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Mrs. Hamilton sends word that while she appreciates the words of praise in our *Who's Who* article of last week, she wishes to explain that the financial dealings involved in the decorating of our club rooms were accomplished by the skillful negotiations of Rose Mainprice. It is because of Mrs. Mainprice's *flair* for making a bargain that we have our fine piano, and she and Mrs. Hamilton worked delightfully together in making the decorating scheme a reality.

Lillian Palmer came up to the big city this week. She took in our Tuesday dinner meeting on Astrology, in search of "less *horror* and more *scope*"!

NORTHERN DISTRICT DINNER

Burlingame ushered in the quarterly meeting o the Northern District with a gathering of sixty-fou happy faces around the festive board. The banqu room of the Oak Tree Inn was beautifully decorate with fruits and flowers brought by President Gre son from Santa Rosa, and the Horn of Plent abounded with all good things from this land ours.

After dinner, cards were the feature of the ev ning—bridge, whist or casino, you had your choi It was a happy evening and a joyful prelude to t business meeting which followed the next mornin

LILIAN ELIAS.

THE BOOK SECTION

"Psychology in Modern Fiction"

How "comfy" we found our club room's lar chairs,
By the way, do we know some are needing repairs!

Our reading-club members are there in full force,
With Mrs. Carmer for speaker, 'twas expected, course.

How charming she looked in a gown of soft gree
Somehow through my musings I pictured a queen.

To open the meeting, we pause for a while,
We're waiting to welcome our chairman's sw smile.

Arriving,—we mounted our steeds, and away,
To many an author a visit we pay;

Enchanted, enraptured, as new thoughts arrive,
To gather each gem we earnestly strive.

How well Mrs. Carmer can point out the way!
"Psychology in Fiction" we can't go astray.

To show you our interest, do you know what said,
As the hour of closing its shadows o'erspread?

"That all through the journey she discerned no blink,
No head even nodded, no eyes cared to wink."

We're still wide awake for Miss Kelly's review;
New books and new authors she brings to our vie

Our chairman, Miss Brown, announcements th made
Of future events—'tis a goodly parade.

New books we have purchased, our library to gr
It gives us great pleasure to adorn our book-cas

The closing hour passes, we linger till late,
To visit the members and enjoy tete-a-tete.

A MEMBER.

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SALAD DRESSING

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s Marion Morris,
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Francisco.

DEAR MISS MORRIS:

wish to thank you, the inspired judges, and the
rs for my much appreciated prize of a bottle
MARY ELEANOR'S justly celebrated salad
sing. It's a huge bottle, the size to fill a boot-
er with envy — and with contents that fill me
joy and a sense of well-being.

ie judges surely had a business woman's job in
cting from among the Adelaide letters three spe-
ones for award. I want to assure you and them
ithout conceit—that they have made an excellent
sion.

classical times, Violet Neuenburg would cer-
ly have been crowned with a laurel wreath for
clever poetry. What more fitting decoration in
modern day — than a GREBBIE hat for the
of the ODE TO THE ADS? As for the other
prizes, how could the judges help associating
ers with Jean Kerrison — and salad dressing
me—since Nature has so manifestly equipped
oth for just such tempting awards!

fraction of a job with the Post Street Library,
he John Howell Shop, has given me a summer
ation at home writing stories; love stories that
e such an affection for me, that, so far, they
e returned promptly to the home base. Salad
ssing is therefore oil on my literary wounds. One
ls only half a hat, on half one's head, these days
nd flowers do nothing towards filling an empty
nach, so I am sure you can understand with what
uine enthusiasm I am thanking you all for my
bottle of MARY ELEANOR'S delicious French
ssing.

With best wishes, I am

Very sincerely yours,

Mary Elmina Kelly.

DRAMATIC SECTION

The regular meeting of the dramatic section will
held at seven-thirty, Tuesday evening, August 23,
the club rooms.

Sylvia Kempton, Chairman.

CLUB NOTES

D. Roach Withers

With all the pleasure of a trip to Los Angeles during the Olympic Games, one could be excused if she just couldn't find time to remember those less fortunate left at home, but President Charlotte McClelland sends fond remembrances to all club members. We appreciate this remembrance, Charlotte, because we know you had to steal a little time from other pleasures in order to send us this kind thought.

Edna Hansen slipped up to the city from her San Mateo home last week to do a little shopping.

Daisy Denis is taking a month's vacation at Yellowstone Park and expects to return by September 6. Such a wonderful place to spend one's vacation—we know she will return filled with new inspirations and prepared for another year of greater effort.

Several guests called at our club rooms last week. We were glad to bid them welcome and hope they will some day again pass through our city and drop in to see us. Among those who called were Dr. Park Richardson of New York City and John D. Kipp of Portland, Oregon, also Isabelle Larson of Portland, Oregon.

A visitor from foreign shores was Eline Berner. Miss Berner is principal of a school at Valhallovazan 9, Stockholm, and has an exchange scholarship. She has spent one year in the United States doing special work at the University of California.

Ella King Vogel of Somerset, Pennsylvania, head of the engineering department of a boys' trade school, and a member of the Pittsburgh Business and Professional Women's Club, was another visitor at our club rooms. Mrs. Vogel is returning from Honolulu, where she was sent as a delegate to an educational conference.

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"Gee! Margy, what a sweet dress! Model?"
"Heavens, no. REMODEL SHOP, made over from a couple of old ones. You'd be surprised how little it costs. Call SU tter 4273. They make darling dresses of your own material,—and
Economy is the fashion!"

If you're interested in Play-days . . .
See me about your pay-days.

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or
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DR. MARION TURNEY
OSTEOPATHIC PHYSICIANS
DO uglas 1591
291 Geary Street San Francisco

IMPORTANT SCIENTIFIC DISCOVERY

A new element has just been discovered, making a total of ninety-three elements. The *Syracuse Chemist* reports it.

"Woman, Symbol Wo, a member of the Human family. Accepted Atomic Weight is 120, although a number of isotypes have been identified.

"OCCURRENCE: Is abundant in nature; found both free and combined, usually associated with man.

"PHYSICAL PROPERTIES: A number of allotropic forms have been observed. Their density, transparency, hardness, color, boiling and melting points vary within wide limits. The color exhibited by many specimens is a surface pnenomenon and is usually due to a more or less closely adhering powder. It has been found that an unpolished specimen tends to turn green in the presence of a highly polished one. The boiling point for some varieties is quite low, while others are likely to freeze at any moment. All varieties melt under proper treatment. The taste varies from sweet to very bitter, depending upon environment and treatment.

"CHEMICAL PROPERTIES: Absorbs, without dissolving, a number of liquids, the activity being greatly increased by alcohol. Absorbs seemingly unlimited quantities of expensive foods. Many naturally occurring varieties of Wo are highly magnetic; in general the magnetism varies inversely with the density and size, directly with the square of the valence and inversely with the cube of the age. Some varieties tend to form Anne-ions and others cat-ions. Their ionic migrations vary widely. All varieties exhibit great affinity for Ag, Au and Pt and for precious stones in both chain and ring structures. . . . Many stable and unstable unions have been described—the latter in the daily press. Some varieties, being highly explosive, are exceedingly dangerous in experienced hands. In general, they tend to explode spontaneously when left alone temporarily by man. . . .

"USES: Highly ornamental. Wide application in the arts and domestic sciences. Acts as a positive or negative catalyst in the production of fever, as the case may be. Useful as a tonic in the alleviation of sickness, low spirits, etc. Efficient as a cleaning agent. Equalizes the distribution of wealth. Is probably the most powerful (income) reducing agent known."—From *Among Ourselves*, contributed by R. D. Miller.

PICNICK—FROLICK!!

Ding—ding—last call! It's the 10:45 A. M. S salito Boat; it's Sunday; it's August 21—w off! Ah—it's jolly nice—this party! A glor day! We're so fortunate to have at hand this jestic bay, these roomy ferry boats, ready at times to offer a miniature sea voyage! A m throng! Alas—already, we're on the other side there's our train — Toot — toot! This Marve Marin! Ever welcoming us! Mill Valley, like a lo young thing—bewitching, tantalizing! There's road! Those flowers — those cutie cottages — prises at every turn! We arrive — our membe our hospitable one—welcomes us. We exclaim; snoop; we chatter; we powder—what don't we And—WE EAT!

Complacency ensues. The ambitious — WA The sharks—PLAY CARDS. The weary—LO The garrulous—NEVER STOP!

A care-free day for a dollar—which includes road and eats. If you have not already notifi please do so at once, as reservations close Fri night.

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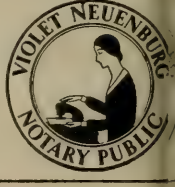

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 AUGUST 27, 1932 No. 35

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Weekly Program

Coming Events

September 1—Choral Section, 6:45 P. M.

September 1—Thursday Open House, 8:00 P. M.

Hostesses

Hazel Ramon **Sarah McLaughlin**
Isabelle Banz **Ida Grebinar**
Clara Brown

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45. At Club Rooms.**

SOLARI'S

A name that is a tradition; that means rare dishes served by Frank, John, Miller—men whose courtesy sells you an appetite before they offer the menu.

Solari's, a part of romantic San Francisco when men and women dined restfully and made the hours memorable by repartee and good living. Above all and including all—the home of a perfect hostess—Mary Solari.

Heigh-ho! For a moment we thought in the past tense. And this is the living present.

Mary Solari will soon, we hope and believe, reopen the hospitable door of her business home and make happy once again the host of men and women who are knocking on the door.

We don't know where to go except to Solari's; we don't know what to eat except the viands prepared by the Solari chef; we don't know how to order without the help of the friendly men who know us and the supremely fine traditions of Solari's; we find work hard, life a bore without the daily inspiration of the Mistress of the Grill. The always optimistic greeting of Mary Solari made work play; adversity a winning fight.

All hail, Solari's!

Reserve us a table the day you reopen and don't keep us waiting at the door much longer—we are hungry for the cool, brown rooms, for the food that satisfies, and for the living presence of the great hostess—Mary Solari.

FRANCES EFFINGER RAYMOND.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

TEA

All members are invited to tea for our departing member, Mabel Pinger, on Saturday afternoon, August 27, at three o'clock, in the club rooms. Please let Mrs. Burlingame know if you can come.

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CLUB NOTES

B. M. Pierce

Just back from a vacation spent with relatives and around Portland, Oregon, Virginia Marshall moving down on the Peninsula to the Hotel Burli game, where she will be for the next month at lea Mrs. Marshall has a new business title — Soci Hostess for the Wesson Oil Company. For her st on the Peninsula she will specialize on salads.

Maud Lamberson is very busy these days, ente taining her brother from Buffalo, New York, who on his first trip to the West Coast.

Christine Hall also is very busy helping h nephew get settled in San Francisco. He has r cently come from the East to make his home California.

Elsie Monte reports a fine time in Los Angel during the Olympic Games. She had to return time for her son to go back to school.

Ruth Shaw leaves for the south on the 27th spend a vacation with her sister in Los Angel Another sister came out from Michigan and visit with Ruth a few days before leaving, so it will almost like a family reunion.

Cornelia Farrell is enjoying herself at her cotta on Russian River. Miss Dykes, a former club me ber, will be with her, and also another friend, Ma Eagles.

Sara Ann Magill and her husband have bought fine bungalow on Feather River, near Roger's Cam so you can guess where Sara Ann will be spendi her week-ends and holidays in the future.

Minnie Getz came to the dinner last Tuesday her first time at the club in six months. She is fe ing much improved and we thought she was lookin remarkably well.

Maybe the girls who didn't go away on vacati but spent the time resting comfortably at hom have the right idea after all. Emma Schmedes back at Hale's all rested up and ready for fall bus ness. Terese Forman reversed her usual routine a took early morning walks along the beach. Jean Goodwin is taking things easy for a month, exce that she says the enforced vacation isn't quite enjoyable as the one with pay.

Annie Little Barry, president of the Californ Federation of Women's Clubs, is engaged in co pleting her itinerary for the next three months. will be devoted to an inspection trip to all clubs California, starting with a visit to San Jose.

The book section presented our club with a n book, "Fortune." We want also to thank Mim Getz for her gift of the Nobel prize winner f 1931—Pearl Buck's book, "The Good Earth."

Viola Hawke will be enjoying the next two we with friends at Pendleton, Oregon.

Lillian Howie has changed her place of abode a is now living with Mrs. Crookston—2576 Washin ton Street.

What a fine showing we made at the Women City Club talent festival dinner on Wednesda About twenty-five B. and P. W.'s attended M Leale's dinner.

And did anyone tell you what a fine vacation t writer had at Drakesbad? Hiking around Devil's Kitchen and the Boiling Mud Lake, then to Forest Lodge in the Plumas National Forest, a climbing Mt. Lassen until driven back by a bitin cold wind. There are lots of snow patches still Mt. Lassen.

YOSEMITE

Round-trip fare over the September 9 holiday.....$12.30
Sleeper each way..... 3.75

Lv. San Francisco.....	**7:40 P. M.**	**Ar. Yosemite .....**	**10:00 A. M.**
Lv. Valley	**9:00 P. M.**	**Ar. San Francisco.....**	**8:50 A. M.**

THURSDAY EVENING

Although it was expected that the prizes for the idge tournament would be awarded on August 11, was impossible to do so, as the cards at one table re most obstinate and just would not arrange mselves for the remaining rubbers until well on o the wee small hours.

However, the scores are now complete and the ults are as follows:

Contract

gh, Gertrude Tubbs..... 28,730
$2.50 merchandise order on the Goodwin Corset Shop.

ond, Henriette Steinegger..... 25,530
Compact donated by our president, Charlotte McClelland.

w, Bertha Stalder..... 19,080
Cards donated by one of our "M. M. s."

Auction

gh, Mary Fennig 10,280
$2.50 merchandise order on Anita K. Mayer Corset Shop.

ond, Sara Rosenberg..... 9,728
Cards donated by one of our "M. M.'s."

A consolation prize donated by Grace Staub was wn for and won by Elsie Maclaren.

Congratulations to you all, and the Reception mmittee hopes that you had as much pleasure in r contest as it had in watching it and planning your rewards. We only regret that its budget uld not allow for a prize for each contestant.

Dr. Sarah Hopkins, Optometrist with the Prossive Optical System, guest of Miss McGuire, ures us that she enjoyed her game of bridge.

Jessy Scott, who has been able to be with us since recent accident, tells us that Lake Tahoe draws for the next two weeks.

Miss Flo McDougall, a former member of the rket Street days, now of Los Angeles, visited our b rooms as guest of Lydia Floan.

By the way, Lydia is holding out on us. Since rening from her vacation spent in the frozen north, is reported that she is keeping a red-coated unted policeman in her Frigidaire. Ask her ut it.

Miss Esther Miller, a prospective member, came with her guests, the Misses McDaniel, and we re glad to have them see our club rooms.

Many thanks to our "M. M." who supplied us h the sandwiches, which were enjoyed by all.

Dr. Fernald allowed us the privilege not only of eting her guests, the Misses Huffman, but of pensing a delicious angel food.

Dr. Crockett confided in us that her guest, Miss wnsend, might, if properly urged, be a prospece member.

Welcome to Marion Morris, who is very seldom e to get down to see us on Thursday evenings. me again, Lady.

Our pleasant neighbors, members of the Traffic Club, dropped in after their business meeting for a game of bridge,—Caroline Webber, Mrs. McClancy, Mrs. Morris and Nan Lawrence. We only wish that their meetings came oftener, for we always enjoy seeing them.

Mary Menary Giesen is somewhat of a stranger these days, but we can only hope that she will soon drop in again.

And Lillian Howie and Mollie Crookston. It is just like meeting a lot of old friends, so why wouldn't we look forward to our Open House each week?

It is impossible to properly thank all of our generous members who each week send us the delicacies. Please, once again, do not think we have forgotten if we have not as yet taken advantage of your generous offer, for we are working down our list just as fast as the weeks will allow.

This week we are indebted to Hazel Mangels and Hazel Jacoby, but there is one thing we fear that we shall be taken to task for,—adding the old calories where they are least wanted.

And now that the Bridge tournament is over we find that the one topic of conversation is the convention at Yosemite. How we wish we were going!

Our president, Charlotte McClelland, who has been down to Los Angeles for the Olympic Games, kept us all interested with her descriptions of the many incidents which happened. We could almost believe we had been there.

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DELEGATES

The following members were elected as delegates to the convention of the California Federation of Business and Professional Women's Clubs, to be held in Yosemite, September 9 and 10, 1932:

Ida Reed
Annie Little Barry
Bertha Dale
Ada Brace
Callie Bachich
Zulu Clements

Alternates are:

Clotilde Grunsky
Gertrude Tubbs
Frances Raymond
Lillian Hall
Lilian Elias
Mary Mooney
Susan Smith

FLORENCE C. ATTRIDGE, Recording Secretary.

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DINNER GUESTS

Wasn't it nice to see such a fine attendance the dinner Tuesday? Lillian Palmer came up to a brief taste of city life and wipe off the coun cobwebs, and didn't she say she was interested that astrology subject, "Love and Marriage"? also had Esther Miller with us — our very new member; and Miss Clark—teacher from the Miss High, our latest prospective member. We hope liked us well enough to join the club. Gertru Tubbs was conspicuous by her absence — she busy attending the card party of the San Ma Business and Professional Women's Club, held the Hotel St. Matthew. They had about thi tables with nineteen prizes and served home-m cake and soft drinks—I don't blame Gurty.

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Steam Oil Permanent Wave	5.00
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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 SEPTEMBER 3, 1932 No. 36

Weekly Program

Coming Events

September 6—Dinner, 6:15 P. M.
Western Women's Club.
Business Meeting.

September 8—Choral Section, 6:45 P. M.

September 8—Thursday Open House,
8:00 P. M.

Hostesses

Mary Fennig — Rae Morrow
Hazeldean Mitchell — Emma Gries

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PR ospect 8347

YOSEMITE

e swirling river murmurs to the fir
And balsamed shadows stir;
Far up the afternoon
oats the frail silver of the day-moon's dome.
On summits glacier-hewn
e reawakened winds begin to roam
Sweet with the forest's myrrh,
d casting on the world an undertone
So deeper than their own!
low, beneath the granite's rugged crown—
oiling gorges and victorious roar
lion-throated torrents pouring down
In sounding onset to the valley-floor!
White bridals of the water and the air,
As the rent crystal sweeps to choral foam!
Oh! whiter than the star
With no horizon-home,
That sets not, though the truceless morning come!
And fairer still than these
Or surf of western seas,
Thy rainbow, like an angel's scimitar,
Slaying with beauty till the soul is dumb
For lack of that high speech the seraphs know!

GEORGE STERLING.

A HINT TO EARLY BIRDS

Something new has been planned for our post-convention dinner this year, which takes place in the attractive lounge of Jane Friendly (our own Dorothy Rankin) of the "Chronicle." The program will be one of particular interest, with reports of happenings at the Yosemite convention—remember the clever stunts of last year?

BUT—due to lack of space, attendance must be limited. Only the early birds and the wise virgins (take your choice) will be permitted within the sacred precincts when the red-letter day arrives—Tuesday, September 20, at 6:15 P. M. The procrastinators and the forgetters will be left out in the cold, wondering what ever did make them forget to buy their tickets in time. Jane Friendly, true to her name, would like to have us all, but it just can't be done.

Like a certain New York restaurant, she might hang out the sign, "Most exclusive place in town. Everybody welcome." For everybody is welcome at Jane Friendly's lounge, as the huge crowds that find accommodations there daily to enjoy her varied and interesting programs can testify. And yet there must always be the ones who didn't come early and who can only envy their more fortunate friends inside.

So, dear members, be wary and wise. Before it is too late, secure your ticket for our post-convention dinner, from Mrs. Burlingame. The price? Well, it's worth about five dollars—but for YOU (if you're prompt) it's ONLY eighty-five cents!

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THRIFT

I'll never work too long or hard—
I think it would be funny,
Since life is worth so much to me,
To spend it all for money.

The Cheerful Cherub.

CLUB NOTES

B. M. Pierce

Daisy Prechtel is leaving on vacation—probab to her favorite resort, Benbow, on the Redwoo Highway.

Eleanor Robson spent last week-end with frien at Santa Cruz, motoring down Saturday.

Awfully sorry to hear of the accident to Emm Schmedes. She had just returned to work after h vacation, when she tripped on a rug and fell at h home and has been laid up about a week fro strained muscles in her hip.

Frances Effinger Raymond was one of the princ pal speakers at the luncheon of the League of Bus ness and Professional Women held in Oakland la Sunday.

Mrs. Helen M. Knight has been spending the la few weeks visiting relatives and friends in southe California.

Did you see those fine pictures Henriette Stei egger was showing around, which were taken duri her recent pack and camping trip through t King's River Canyon while on her vacation?

Mrs. Minna Alfonso is spending the last week her vacation in and around Los Angeles.

We have a card from Jessy Scott, who is havin a wonderful rest in the Lake Tahoe country, visiti Reno, Emerald Lake, and thereabouts.

Margaret Dailey now has a position with the A sociated Charities of San Francisco.

About twenty-five of our members attended luncheon honoring Mrs. Florence P. Kahn held the Western Women's Club last Thursday.

Grayce Dempsey spent the week-end visiting wi friends at Holy City, in the Santa Cruz Mountai

Bertha Dale was in Monterey last week, being o of the principal speakers at the "Gas" conventi luncheon held at the Del Monte Hotel last Thursda

Marion Morris is enjoying a month's vacatio but still doing some home work, and taking wee end trips to Santa Cruz, motoring down wi friends.

We have to thank the donors for some additio to our library. The new books are "America Americans See It," "The Store," by Striblin "The Omnibus" and "The Fountain," by Charl Morgan. The last book, by the way, is being viewed by Mrs. Thomas Stoddard at the book revi dinner on September 1 at the Women's City Club.

So glad to hear from Louella Payne, who is n assistant manager of Barney Oldfield's new apa ment hotel, "La Moderne," at 808 South Hob Boulevard, Los Angeles. If you are in Los Angel Mrs. Payne will be very glad to have you stop and see this hotel, which is the very last word futuristic modern design in architecture and f nishings and, what is more important, very reaso able rates.

We had some Michigan visitors at the club t week — Miss Gordon of the Battle Creek B. P. W. Club, and Ruth Shaw's sister, Mrs. Bert Pickell, who is treasurer of the Ann Arbor B. P. W. Club.

LET'S TALK BUSINESS

At our monthly business-dinner meetings we have the opportunity of getting together *en famille* to discuss our own affairs in our own way, and just among ourselves.

No other activity of our club, perhaps, is so pleasant and satisfying as this get-together meeting when we hear from our section chairmen and find out just how the wheels are going around.

Remember to come to the club dinner next Tuesday—you'll like it!

A PICNIC DE LUXE

It was a unique style of picnic, suitable for busy omen and of a modern fashion, arranged by Ger- ude Tubbs.

We crossed the bay on the 10:45 Sausalito boat. he morning was a joyous one, the sun comfortably arm, the air vibrant; there was a gay, dancing ovement over the bright, sunlit waters that was in rmony with the joyful occasion.

We, the picnickers, in pleasant anticipation of a ppy day, sat on the upper deck, full of chatter d good spirits as we looked out over the bay and w the aspiring skyline of our well-loved city anding out against a radiant sky.

The pleasant boat ride ended under the wooded pes of Sausalito; those forested hills with their bowered homes that never fail to charm the be- lder. Beautiful and inviting as it was, we did not ger, for our destination was Mill Valley. A mis- mer, for the "valley" is really a well-forested nyon full of delightful surprises and intriguing auty. Gay with bright flowers in the open, sunny ots, and dim and restful in the quiet shade of the ll redwoods, so dear to the heart of a Californian. ow the soul responds to the solemn beauty of the oded groves, "God's first temples"!

It is a blessed privilege that we city dwellers can ve our concrete walks and walls and find the imitive lure of the forest so near, with its soul- tisfying beauty and health-giving atmosphere.

We traveled over winding roads and lanes, ever ward, to reach the cottage that hung like an gle's nest on the mountain side, the cozy habita- n of our good member, Susan E. McGill. A few the travelers got lost in the byways, and Blanche wton, like a good modern shepherd, went forth th her litle car and brought in all the strays.

Although the whole surrounding country was an thetic feast for the beauty-loving soul, we were all ger for the appetizing lunch set forth on dainty bles by our gracious hostess and which was eaten the accompaniment of much chatter and laughter.

After lunch the energetic beauty lovers wandered rth, new beauties and new vistas to seek, and to eathe in the pungent, redwood-scented air.

But even there on the mountain side the sharks d gathered, not those of the briny deep, but the dge variety, and play they would, yea, even late o the afternoon, when the lengthening shadows d creeping quiet gave warning that the happy day s ending. We crossed the bay again in the fading ht of the sunset, with pleasant memories of a ppy day. So another delightful adventure was ded to Gertrude's long list of achievements.

Two of the members who had wandered off down e mountain were picked up by Violet Neuenburg d her husband, who were on their way home from ir Woods. Like the good Samaritan, they brought e wayfarers home. Just another one of those gra- us acts that prove the worth and pleasure of club endship.

SARAH A. MCLAUGHLIN.

WE SAY GOOD-BYE

With trepidation we heard the news of our losing in the very near future, at least temporarily, a very valuable member. Mabel Pinger is leaving us, for just a short time we hope, to reside with relatives in Columbus, Ohio, which is native soil for Mabel.

It is hardly necessary to enumerate her many virtues, which were felt so forcibly during the capable fulfilling of various offices in the club, as treasurer, as editor of THE BUSINESS WOMAN and as a gracious hostess on the reception and hostess committees.

Rightfully we quote, "The making of a friend is a great day's work, and the losing of one is a perpetual tragedy," as the losing of Mabel Pinger, even though for only a short period, will be our tragedy. However, we don't want to appear too melancholy about this, but want her to know that if in her new habitation she will find happiness and contentment, it is with every good wish in our hearts that we shall see her go, and our only request is that we may hear from her at intervals to let us know that she is still interested in us and our doings. We have a feeling that some day, somehow, Mabel will be back with a vow never to leave us again.

Au Revoir and *Auf Wiedersehen*, Mabel Pinger, whom we shall miss very much, as you have proved such a loyal club member and dear friend.

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Some day we'll sneak in on Kay just to see where she gets her ideas! Every time we go there she has something new and lovely! Perky chapeaux with veils, swagger felts, wool crepes with a "naughty but nice" air!

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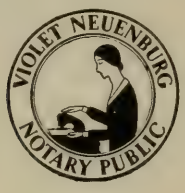
MY THANKS

I went to the Greb-bie shop I did,
And found myself a nice new lid,
My bonnet it cost me not one cent,
Because my mind on rhyme is bent.

And so I thank the judges rare,
For this award I deem most fair.
The hat is of felt, I like it right well,
And so of this shop my friends will I tell.



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Do you like mystery and intrigue? Dire hints of treachery, the thrills of secret service in war-time France, mingled with comedy, romance, and local color?

If so, you will be interested in "G-2," now playing at the Alcazar. The scene is laid in a French chateau, the home of a countess and her attractive young daughter, diverted into headquarters for the American secret service during the World War. Comedy, mystery, and love interest are the factors in a plot that is both intriguing and appealing.

You know what glorious dishes are achieved from "left-overs" . . . Well, "make-overs" are just as satisfying when the Remodel Shop takes care of them! Suits . . . coats . . . wraps and frocks of last year's vintage are emerging disguised and rejuvenated so beautifully they look pre-zactly like '32 models! It's the skill and style knowledge behind the work that does it . . . Just take your togs to

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WE'LL BE SEEING YOU!

Preparations are going on apace for our conve tion next week, which promises to be one of the bi ever. Reservations are still coming in. More a more members are becoming Yosemite-minded the time draws near and they realize that they ju can't resist the temptation of a wonderful week-e with our Federation at Yosemite, especially wh they begin to figure the costs and find how low t total will be.

On Wednesday a group met at Clotilde Grunsky house to rehearse for a stunt. After hearing t names of some who attended, we are sure that it going to be something clever and unusual. Othe who were unable to make their definite plans in ti will be right there to look on and applaud.

Yes, it's going to be a WONDERFUL conventi —are you coming?

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SEP 12 1932

The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 SEPTEMBER 10, 1932 No. 37

CALIFORNIA
OCT 10 1932
ACADEMY OF SCIENCES

Weekly Program

September 12—Book Section, 7:30 P. M.
September 13—Dramatic Section, 7:30 P. M.
September 15—Choral Section, 6:45 P. M.
September 15—Thursday Open House, 8:00 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

POST CONVENTION DINNER

in the

JANE FRIENDLY LOUNGE OF THE CHRONICLE

CONVENTION REPORTS — STUNTS — NOVELTIES

TUESDAY, SEPTEMBER 20
6:15 P. M.

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The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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RECEPTION COMMITTEE REPOR

Blanche Newton always has something of inte to tell us in her monthly committee report. quote from the latest one:

This summer of 1932 has been a memorable for California.

First, the Shriners, who came, conquered, and in a cloud of regrets; stopping long enough her teach us all that it is still possible to laugh play.

Then, the tenth Olympiad, where many new ords were made by the dauntless devotees of sp

Then, back to San Francisco and our own contest, perhaps less generally advertised but n theless a most earnest and enthusiastic one.

We planned to award the prizes for the Bri tournament on August 11, but circumstances vented our doing so. Hand after hand was pla proving that rubbers may be non-productive as as non-conductive.

When the majority of us left the club room was still impossible to tell who the winner wo be, although it appeared that Henriette Steineg who had had a liberal lead throughout, would number one.

And then things happened; the points begar roll and the dark horse proved to be none other t Gertrude Tubbs, who turned in a score for the three rubbers of 8480, or a total score for twenty-five rubbers of 28,730.

THE ART OF DRESS

A number of members are planning to att Ninon's lectures on the art of dress, to be giver the Women's City Club beginning next Wednesd

Ninon approaches her subject not from standpoint of fashion alone. From a study of th fundamentals which are common to the arts, enables one to develop an understanding of gene principles and to apply them to individual proble as they arise.

"In the decoration of our homes," says Nin "in interior decoration, and in the arrangements our gardens, landscape gardening, we have l since applied the fundamental principles of art evolved a modern artistic science. It is time now do just that with clothes. That means an entir new shifting of our point of view away from travagance and caprice to structural principles constructive creativeness. There is little use in s rounding ourselves with beauty if we, the creatu for whom and by whom all this is done, are ourse drab and dreary and uninteresting."

DRAMATIC NIGHT

Plans are rapidly being formulated by the dramatic and choral groups for the annual dramatic night to be held in November. Comedy, tragedy, and delightful music will be presented for your entertainment. You who have attended these shows in the past know that they are well worth seeing, besides contributing substantial financial assistance to the treasury of our club.

Watch THE BUSINESS WOMAN for further details from time to time.

SYLVIA KEMPTON, *Chairman.*

CLUB NOTES

B. M. PIERCE

Hazel Ramon and her mother and sister spent the bor Day holidays with friends up on the Russian er.

Nell Boardman is spending her vacation with her er in San Jose.

Clara Brown motored down to Santa Cruz to nd the holidays with relatives there.

We have a post card from Mary Sexton showing ere she was camped on Two Medicine Lake in cier National Park. She says this is one place re the scenery is all it is reputed to be. Their t stop will be at Yellowstone Park.

Hazeldean Mitchell is leaving this week-end for nonth's trip to her old home town in Minnesota. course it's by Greyhound bus to Salt Lake, where is to be joined by her sister. Then they meet her ther in Minneapolis and from there north to the e of her birth.

Mildred Adams and Lily Tufts are motoring to emite Valley over the week-end.

Have you seen Violet Neuenberg's new hat she in the Adelaide contest? My, but it is becom- to her!

We all extend deepest sympathy to Marie Whaley he loss of her mother.

Florence Attridge is enjoying her vacation taking rt trips around the bay and generally resting up.

Etta Graff spent her second vacation taking a d rest with her niece in Sierra City.

Daisy Bruhn spent her vacation taking short trips ut the region of San Francisco Bay and the insula.

Your reporter took in the State Fair at Sacra- nto over the holidays, enjoying the horse show, k events and wonderful showing of California lucts.

Miss Jaimie Lane, who is chairman of the "Dime id" for the entertainment of the League of & P. W.'s in 1935, was a visitor last week in com- y with her friend, Miss Elizabeth Hazard. Both from the Spokane, Washington, B. and P. W.).

For the Roster

Mary Menary Giesen has moved to 2841 Sacra- nto Street—same phone.

Dr. Fernald has taken a suite at 133 Geary Street oom 733—same phone.

Nell Ehlers has moved to 414 Central Avenue, ne WEst 5769.

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THE REMODEL SHOP

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BRIDEGROOM TAX IN ANTIPODES

The State of Victoria is imposing a tax of one dollar on each bridegroom, in addition to an already existing tax of fifty cents for notice of intention to wed and five dollars for the marriage certificate. As there is already a tax on bachelors, the question now arises whether it is better to get married or stay single. They get taxed in either event. If the woman proposes, just who pays the bill?

NINON

Of **The Chronicle** will give four lectures on Wednesday evenings, from September 14 to October 5, at 7:30 in the auditorium of the Women's City Club, on the subject of

"DRESSING TO YOUR PERSONALITY"

Tickets can be secured at desk on the main floor, at $1 for the entire course. Further information may be obtained from May F. Riley.

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and Bank of America, *a California State Bank*
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STEVENSON'S IDEAL HOUSE

The house must be within hail of either a little river or the sea. . . . If the sea is to be our ornamental water, choose an open seaboard with a heavy beat of surf; one much broken in outline, with small havens and dwarf headlands; if possible, a few islets; and as a first necessity, rocks reaching out into deep water. Such a rock on a calm day is a better station than the top of Teneriffe or Chimborazo. In short, both for the desert and the water, the conjunction of many near and bold details is bold scenery for the imagination and keeps the mind alive.

Given these two prime luxuries, the nature of the country where we are to live is, I had almost said indifferent; after that, inside the garden, we can construct a country of our own. Several old trees, well-grown hedges to divide our garden into provinces, a good extent of old well-set turf, and thickets of shrubs and evergreens to be cut into and cleared at the new owner's pleasure, are the qualities to be sought for in your chosen land. Nothing is more delightful than a succession of small lawns, opening one out of the other through tall hedges; these have all the charm of the old bowling green repeated, do not require the labor of many trimmers, and afford a series of changes. . . .

In the garden the wild birds must plant a colony, a chorus of the lesser warblers that should be almost deafening, a blackbird in the lilacs, a nightingale down the lane, so that you must stroll to hear it, and yet a little farther, tree-tops populous with rooks.—*From "Essays of Travel," by Robert Louis Stevenson.*

THURSDAY EVENING, AUGUST 25

The last in August, with a happy crowd helping us again to enjoy our Open House.

To our guests: again welcome when the spirit moves, and we hope it is soon.

Miss Hempstead, also of the San Mateo Club;
Miss Gordon, sister of Ruth Shaw, who is on a visit from Michigan;
Miss Graff and her guest, Miss Snowgrass;
Miss Lister, a prospective member.

So good to see Miss Wilkening, for we appreciate the real effort it means after a day's work.

To Dr. Morrow, Bertha Stalder, Dr. Fernald and Dr. Crockett we are indebted for the dainties which we were privileged to serve during the evening.

ALLEN SISTERS BEAUTY SHOP
Offering New Low Prices

Haircut and Finger Wave	$1.00 and $1.25
Shampoo and Finger Wave	1.00
Shampoo and Marcel	1.25
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Inecto Retouching	3.50
Steam Oil Permanent Wave	5.00
Manicure	.50

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BOOK SECTION, A MEMBERSHIP MEETING

The Book Section will have no outside spe this time. Part of the evening will be spent in h ing a quotation contest. Come and test your m ory. Another part of the evening will be give informal discussions of books recently read members. Please come ready to talk about what good book you have recently read. Margaret O ner has read several. So have some of you. Le make this membership meeting an enjoyable on

CLARA BROWN, Chairma

A SOCIAL HOUR

A delightful tea was given in our club room Saturday, August 27, as a farewell party for M Pinger, under the direction of Rae Morrow. club rooms were gay with flowers, contributed Florence Calderwood and Minnie Dumas.

About fifty of our members attended to Mabel a pleasant journey and to hope for a spe return. We were sorry indeed to say "Goodby and yet the occasion was not a sorrowful one, f brought to us the realization of the value of fri ship and of the associations that we make in club.

SUBSCRIPTIONS

Attention is called to the fact that the subscrip for THE BUSINESS WOMAN is $1 a year to non-memb If you have friends or relatives who would be intere in seeing our club paper, their subscriptions would appreciated.

KAY'S MILLINERY
406 SUTTER STREET **SU tter 21**

Some day we'll sneak in on Kay just to see wh she gets her ideas! Every time we go there she h something new and lovely! Perky chapeaux w veils, swagger felts, wool crepes with a "naugh but nice" air!

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

9 SEPTEMBER 17, 1932 No. 38

Weekly Program

September 20—Post-Convention Dinner, 6:15 P. M. Chronicle Building.

September 22—Choral Section, 6:45 P. M.

September 22—Thursday Open House, 8:00 P. M.

Hostesses

Frances Eagan — Minna Brown
Virginia Merrill — Lucy Thompson
Ruth Shaw

Coming Events

CALIFORNIA
OCT 10 1932

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Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

YES, EVERYONE IS TALKING ABOUT THAT POST-CONVENTION DINNER!

With a woman's propensity for bargains, "A Hint to Early Birds," an article appearing in last week's BUSINESS WOMAN, attracted our attention. It was a call to early birds and wise virgins to attend the post-convention dinner, to be held in the Jane Friendly lounge of the San Francisco "Chronicle" on the evening of September 20.

In reading it, we were reminded of a man who visited San Francisco during the 1915 Exposition, with the intention of doing the Fair. In the meantime he fell in with a hearse driver, who for a dollar per day permitted him to drive around with him daily while he elucidated on the wonders of the Fair. The man finally returned home, so we are told, fairly well informed and never having been within the gates.

This is where our bargain comes in. With many of us, time and finances are minus quantities and we therefore cannot attend the convention, but for eighty-five cents we enjoy the dinner, witness the stunts and get the convention atmosphere, almost as if we were "among those present." BUT the space is limited so reservations must be made at once. Just call PR ospect 8347. Let's go.

NAN G. LAWRENCE.

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Watch THE BUSINESS WOMAN for further details from time to time.

SYLVIA KEMPTON, Chairman.

SHARKS IN THE MAKING

We hear rumors that a new course in Contr will soon be formed under our able instructor, Jé nette McCurdy. Judging by the enthusiasm of th who have already taken their diplomas in this cinating subject, there will no doubt be many cl oring for admission to the course.

Next time we have a Bridge tournament, w have so many sharks that there just won't be eno prizes to go around—unless, of course, Blanche cides to be on the safe side by having one for e contestant!

AUTUMN

If you like Yosemite at other seasons of the y you would love it in the fall. There is a quiet p in the valley and there is color everywhere. The d wood flames scarlet along the river banks, m leaves drift down to carpet the trails and br paths with gold. The sky is bluer, the cliffs n mellow, the days are warm, and a blue haze fills deep crevasses of the domes and peaks.

It is the time of year when you want to be out doors all day—to take long drives over the mo tains, to ride the trails, to walk through the m ows and watch the shafts of golden light touch turning foliage of trees and shrubs to more brilli color.

When the sun goes down and the sharp feelin a frosty night is in the air, it is pleasant to sp the evening by a wood fire after a day in the o Autumn in Yosemite is a quiet, beautiful and a gether satisfying season. — *Publication of Ahwahnee.*

INVITATION

The following invitation has been received from our friends of the Women's Traffic Club:

"The Women's Traffic Club cordially invite the Business and Professional Women's Club to their dance and bridge party aboard the Panama-Pacific liner VIRGINIA, Pier 39, on Friday evening, September 23.

"These affairs have proved to be most enjoyable in the past. For those who do not dance, it is possible to make up your own table for bridge. Do come; you will surely have a good time. Tickets, seventy-five cents, plus eight cents tax; total admission, eighty-three cents, procurable from Mrs. Burlingame."

REMEMBER!

Attendance at Our Post-Convention Dinner is Limited

Phone Mrs. Burlingame immediately

for your ticket

Price, eighty-five cents

THURSDAY EVENING, SEPTEMBER 8, 1932

This was vacation week at our Open House, but le we were talking and thinking of our sisters were basking in the light of the moon in Yo- ite, we had our own little games, with consider- e merriment and good feeling attached.

Marooned as we were, away from the interest of moment, we all gathered around one festive rd to talk over and nibble the delicious cakes t us by Nettie Smith and Dr. Fernald, to whom are very grateful.

Yes, we also had tea, iced if so ordered, but none ordered (so we sighed with relief). While we not vouch for the quality as prepared by the s, it had heat and color, and what is more, it dis- eared, so we hope for the best.

Patronize the Advertisers

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CLUB NOTES

B. M. Pierce

Sarah McLaughlin and Rose Miller are spending a few days of relaxation and rest at Stone House in Marin County.

Mary Baker spent last week-end at Rio Nido on the Russian River and left Thursday for the Convention in Yosemite Valley, driving down with Sue Smith.

Mrs. E. D. Knight left Saturday for a short trip to Washington, D. C., where she presided as chairman of the board meeting of the General Federation of Women's Clubs in the absence of Grace Morrison Poole, who was unable to attend on account of the recent death of her father.

Charlotte McClelland left last Tuesday for a week in the Yosemite Valley, as also did Jean Doub, while Callie Bachich and Zee Clements drove down Thursday morning.

Gertrude Tubbs and Carolyn Weber left a week ago for a rest in the Valley before taking in the Convention.

We want to congratulate Ethel Woodruff Sullivan on her appointment to a permanent position with the California State Bar Association.

The O'Brien family, Celia, Delphine, and mother, have taken a permanent home in Marin County.

Jessy Scott, who has been spending about a month in the Tahoe country, has returned and is with her daughter in Sacramento for a few days.

Many friends of our former member, Carol Bradley Nealy, will be interested to hear that she won the second prize of $75, against very strong competition, in the short story contest conducted by *Collier's* recently.

Dr. Rae Morrow spent the week-end with friends in Sacramento.

Misses Glenn and Gada came up from Carmel for a two weeks' visit with friends around the bay and attended our dinner last Tuesday. We also noticed May Sanford, Mary Stewart and Charlotte MacCuaig, who haven't been with us for some time.

Our best wishes to Mrs. May Sanford, who is now owner of the New Leather Goods Company, where she was formerly manager.

Elise Brahe spent the Labor Day holidays with friends at Santa Cruz.

We have a letter from Josephine Hogan, who is located at the San Joaquin General Hospital at French Camp, California, saying she will spend her vacation in San Francisco, starting the 12th, and will attend our post-Convention dinner.

Belle Banz has been entertaining her sister from Phoenix, Arizona, for the past two weeks.

For the Roster

Martha Regner has moved to 1840 Clay Street, telephone GRaystone 3409.

Miss Silva Dora Chelgrene has now moved to 785 Dolores Street.

Celia and Delphine O'Brien have moved to 106 Woodland Avenue, San Anselmo.

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DILEMMA

To run or not to run—that is the question.
Whether 'tis better from the tub to spring,
And race all dripping at the 'phone's loud ringin
Or just to sit and let it ring and ring.

—*The Cheerful Cher*

Neighbor: "Why is your car painted blue on o side and red on the other?"

Speedy: "Oh, it's a fine idea. You should ju hear the witnesses contradicting one another!"

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

SEP 23 193? ECIAL COLLECTIONS

Weekly Program

September 26—Civic Section, 7:30 P. M.

September 27—Dramatic Section, 7:30 P. M.

September 29—Choral Section, 6:45 P. M.

September 29—Thursday Open House, 8:00 P. M.

Hostesses

Elma Baily — Irene Bock

Betty Walton — Irene Herlitz

Rose Miller

Coming Events

CALIFORNIA OCT 10 1932 ACADEMY OF SCIENCES

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

A CUP'LA SUNDAYS

nday—September 25: We need a little walk, wed by nourishment—hence let's get that 10:45 alito Boat, at the Ferry. At Sausalito we'll around the water's edge, back towards the , oft up and down, say 'bout a mile or so—per- on to that Fort — over there by that little e lighthouse, opposite our Fort Point. Return- there is a little Tea Room, right on the water's , where we will partake. Ought not to cost n—25c for boat fare—and curb your appetite in your pocketbook. So come on — everybody ome. If you are loth to walk—take a boat an later, and have a bite and chat wiff us!

nday—October 9—plus Saturday—the 8th—a t-end! By Jove! A jolly one, a cheap one! Napa is hostess for the Regional Meeting of the thern District and has selected Lokoya Lodge in a County—an enchanting place in the woods, in ills away from noises ('cept burds). Those with ines—they know the way—but we footers can either the 12:30 or 3:30 Saturday afternoon—8th; a nice boat ride to Vallejo and then bus-it Vapa; at Napa the Napa Club will carry us to Lodge, twelve miles of glorious driving and ery! We will have nice cabin accommodations— dinner that night, followed by cards, games, ter — what you will. Breakfast and a festive heon—thereafter—it will be time to homeward . The cost: Can you believe it?—About $5.50 re! Transportation fare $1.60—Lokoya charges 0 (board and room) plus tips as you choose! 's the reaction? But we gotta have a hundred the rate, and we think we will, but you must e along. Mark the date — get in touch with n Elias, hostess chairman, or Mrs. Burlingame ne undersigned—right away.

e'll be waiting fer yuh!

GERTRUDE D. TUBBS,
Events Chairman.

CIVIC SECTION

The pros and cons of the prohibition question will be presented by attorney Charles H. Brennan and Mr. A. H. Briggs, State Superintendent of the Anti-Saloon League, at the next meeting of the Civic Section, Monday, September 26, at 7:30 p. m.

Attorney Brennan will take the stand for the opponents of prohibition and Mr. Briggs will champion the cause of the "drys." An open forum discussion is to follow the presentation of the two speakers.

Since we are so fortunate as to have two such outstanding men as guest speakers on this highly controversial question, the entire club membership are most cordially invited to attend and bring their friends.

NORA A. BLICHFELDT, Chairman.

CONTRACT BRIDGE

Contract Bridge enthusiasts who are desirous of joining the next class are requested to jot down the date, Wednesday evening, October 5, on their calendar. The beginners' class will be at 6:30 P. M. and the advanced class at 8 P. M. The price is two dollars for the series of six lessons of one hour and a half each, payable in advance.

In order to receive individual attention from our efficient instructor, Jeannette McCurdy, each class is limited to eight members. We are to be congratulated in having Mrs. McCurdy with us this season again. Her success results from her comprehensive and constructive instruction of the Culbertson system. You can enroll with either Mrs. Burlingame or the chairman.

BERTHA P. STALDER.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager.....Irene Herlitz
Business Manager.....Nancy H. Jordan

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Remembering.....Ida M. Reed
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Office Hours from 9:30 a. m. to 4:30 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

REMEMBER THIS DATE!

Monday evening, November 14, the joint Dramatic and Choral Show will be given in the Community Theater in the Western Women's Building. Mrs. Eva Smith Hackett has charge of the dramatic section and Mrs. Florence Drake LeRoy has charge of the choral section. Both are members of the club and both are well known professionally. Through their efforts, a finished production is assured. Plan now to attend and bring your friends.

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—The Cheerful Cherub.

CLUB NOTES

B. M. Pierce

Lillian Hall presided at the meeting of t Women's Safety League held at the Hotel Ce September 15, the program following luncheon.

Maud Lamberson, who has been entertaining brother for the past few weeks, is now enjoying trip through Southern California, showing h around that part of the country.

Through the courtesy of Ada Brace we have excellent Convention picture in the club rooms sho ing the various club members in the Yosemite V ley, with the Basket Dome and Half Dome in background.

Ethel Maxwell is spending one week of her va tion in that favorite spot, Carmel, and the follow week in "Marvelous Marin" as the guest of Et Knowlton.

"It takes a business woman to manage a wo an's club" is the new slogan of the Western Wo en's Club and is a testimonial to the efforts of 2 Clements as business manager of the club. At business meeting of the Merry League, Zee gave talk, "The Business of a Club," before a lunche group with the S. R. O. (Standing Room Only) s out.

Welcome home to Mary Jackson Rowden, who l us about three years ago when she married. Mr. Mrs. Rowden are spending a short time here un they decide whether to locate here or in Angeles.

We wish to correct an error in last week's not May Sanford is no longer connected with the N Leather Goods Company, but has gone into busin for herself in the same rooms. She is showing a f line of leather goods and novelty jewelry. If y are planning a gift for a friend—or for yourself we suggest a visit to Mrs. Sanford.

To give business and professional women a cha to study political issues, the Women's Democra Forum has arranged for meetings every Mond evening at 465 Post Street. Florence Drake LeR is a member of the committee.

Open House was the order of the day Septem 13 at the home of Mae Barr Long, when t celebrated the golden wedding anniversary of parents, Mr. and Mrs. Osgood. They had a m wedding ceremony in the evening — all the pa being taken by men. The bride, flower girls, brid maids, matron of honor, were all men. This se should have been photographed, as they say it a scream.

In The Business Woman issue of Septembe Ruth Shaw's sister's name was given incorrect The name should have read Miss Jessie Pickell. hope she will pardon the error.

We wish to thank Mabel Blackman for some bo presented by her to the club, *The Last Full Meas* and *Honoré*, by N. Morrow.

We noticed Ida Lord, Lydia Johnson, Joseph Weed, Mary Baker and Hazel Ramon playing in Bridge tournament at the Women's City Club. hear that Josephine Weed has a rather high s and deserves it, too.

OUR POLISHED POLICE

One of our members essayed the trip to Yosemite
on learning to drive a new car. Because of un-
spected work just before leaving, she had no time
look into rules of the road, and after bravely
arting out she began to realize how many things
e *didn't* know, and to wonder how many traffic
ops she might meet on the way. She had had no fear
the police force in San Francisco, knowing by ex-
rience that they are always friendly and obliging
the ladies, but she remembered hearing vague
mors and dire tales of encounters with the more
unt specimens of the tribe that might be met in
tlying districts.

All went well during the afternoon, and about
ven o'clock Paprika was safely parked in a town
at begins with a "T" while the party went in to
nner. Now came the question of starting up again,
d you who learned to drive not too long ago will
rhaps remember how many things there are to
ink of in order to make a smooth get-away. Our
roine remembered to turn the key, she remem-
red to put her foot on the starter, to jiggle the
oke with firmness and yet with tact, to release the
ake, to press down the clutch, to shift into low,
d then, ever so slowly, to press down on the gas,
let up the clutch, then, at just the right interval,
ain down on the clutch, and into second, and so
iumphantly down the street. And yet, through it
l, was the vague presentiment that something vital
as forgotten, so that, when up loomed the inevi-
ble autocrat of the road, there immediately flashed
rough her mind the thought of arrest and of lan-
ishing in jail while her more fortunate friends
sported themselves in Yosemite.

Our friend the cop turned and regarded Paprika
r a moment with interest as she wound her way
mewhat apologetically through the traffic, and
en floating through the summer night came the
ficial reprimand:

"Kindly turn on your lights, if you please!"

M. M.

THURSDAY EVENING, SEPTEMBER 15, 1932

A most delightful evening, one of those "In and Out," and most gratifying to us, for we like to see our members even though they can stay for only a short time.

These days the "Dramatics" are rehearsing and we are privileged to have them come next door as opportunity offers.

Bridge and talkies were in order. Hazel Jacoby had as guests Miss Muhs and Miss Healey at her table.

Frances Emmons of Los Angeles spent the evening with us and told of the interesting experiences she had in the mountains after she left the convention in Yosemite.

And none other than Mary Jackson Rowden, who is in San Francisco for a while. How well she looks! We can only hope that her plans carry out, to be located here again.

To Edyth Wiltse we are very grateful for the delicious frosted angel food cake, which, according to comments, was certainly enjoyed.

Gradually we are progressing down our list of generous members who have offered refreshments for some Open House. We can only assure you that WE HAVE NOT FORGOTTEN, and you will be hearing from us shortly.

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THE BIG EVENT

Which was, of course, our trip to the Yosemite Valley, for the convention. We had a delightful trip up by motor, Mrs. Katherine Cosgrove, Mrs. Margaret Moore, a young gentleman and the writer making up our party. We left here Thursday morning, piloted by our capable and efficient driver, Mrs. Cosgrove, arriving in the valley about six o'clock, to find that we had been preceded by several of our members.

The valley, although there was little or no water in any of the falls, was magnificent in all its grandeur, and the air of gracious courtesy that prevailed at Camp Curry made us feel at home immediately and made our entire stay in the valley most enjoyable.

We met many of our "kiddie" friends at Camp Curry, and one morning we had a party at breakfast and all the children were dressed up. We noticed Charlotte McClelland in a pretty red and white gingham dress, with red and white half socks; Lillian Hall, who must be awful rich, as she wore a lovely white and pink lace dress, with a lovely large lace hat; and Callie Bachich, who did not seem to have all her clothes on. She must have come to the party in a hurry, followed by her nurse, Mary Mooney. There were some nice boys there also,—Clo Grunsky, who had the loveliest blue and white checkered pants; Lou O'Hara, who was dressed as a farmer boy; and Bert Dale, in a blue gingham suit, carrying a cute little drum. Camp Curry provided gaily colored balloons for the children at this party and kept several burros stationed outside the dining room for the children to ride. Monte Bedwell was a bad girl at the party; she was crying out loud and encouraged all the other children at her table to cry also.

This was the first convention the writer ever attended, and it was good to meet the members of the different clubs and see them in action. There were our own gracious Charlotte McClelland; efficient Ida Reed; our standby, Z. Clements; smiling Ada Brace; Clotilde Grunsky, who was so generous with her time and belongings in the preparation of our club stunt; Gertrude Tubbs, whose thoroughness was outstanding in the details and plans she programmed; Mrs. Jennie Uniacke of Visalia, who arranged such interesting and enjoyable programs for us. I wish I had the space here to name all the interesting women and their doings.

The Salinas, Visalia and Burlingame clubs were to me a pleasing feature, in their natty attire, their stunts and jolly songs. Salinas came as fascinating "cow girls" and Visalia's usual pep and vitality were apparent.

We did not experience any *cold* shoulders in Yosemite. We did encounter a *soft* shoulder on our way back, but it was not so bad.

You should have seen the kiddie's mothers at the Colonial dinner, dressed in their Colonial costumes.

The writer left her office for the convention, with instructions to forget all about business and its incidental problems, but how could I? Every place I went in the valley, I was reminded of my company, especially at our barbecue dinner, where I saw staring me in the face large ten-gallon milk cans, labeled "G. S." in large letters. However, it was good to know and be assured that all the dairy products used in Yosemite Valley were Golden State.

All our party, Mrs. Moore, Mrs. Cosgrove, and myself, became "convention minded" at this convention, and want to attend all the conventions of the B. and P. W. Club hereafter.

We left Yosemite Valley with much regret, Sunday morning after breakfast, and after attending services in the valley church, we carried away with us the memory of the gracious thoughtfulness of Mrs. Curry and the management of Camp Curry which makes us want to go back there soon again.

One thing was missing at our convention, and that was the presence of our Margaret Mary Morgan.

The writer has in mind at this time two of the quotations read by Grace Stoermer of Los Angeles at one of the convention meetings:

"A winner never knocks and a knocker never wins."

"If you wish to climb higher, remain on the level."

See you at the next convention.

MAE CUMMINGS.

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The Business Woman

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Business and Professional Women's Club of San Francisco, Inc.

ol. 9 OCTOBER 1, 1932 No. 40

SPECIAL COLLECTIONS

Weekly Program

October 6—Choral Section, 6:45 P. M.

October 6—Thursday Open House, 8:00 P. M.

Hostesses

Elsie Monte — Eleanor Middlehoff
Grayce Dempsey — Rose Haas
Hazel Jacoby

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

THE BOOK SECTION

ch a spirit of homeliness pervaded our room,
we saw our Jean Kerrison wielding a broom.
me small flecks of paper fell near our divan,
hich soon disappeared by Jean's broom and pan.

''membership meeting'' our notice had read;
No speaker this time,'' just members instead
ould bring to our hour their pleasures and thought
books they had read, and quotations were sought.

r numbers, not many, so ''chummy'' we grew,
th chairs drawing closer, for our interview,
at here Margaret Girdner, aside from her books,
marked all our chairmen were renowned for good looks.

r chairman, quite modest, introduced our book chat
remarking her looks came by changing her hat.
t serious subjects were claiming our time,
employment, depression, with hunger and crime.

ss Girdner, in reading, this topic had claimed;
th interest increasing, her passions were flamed.
ably presenting the question to us,
soon found we had a live theme to discuss.

a snowball in rolling grows larger and round,
r reading club's subject thus grew so profound
at soon we were sure all members should know
d study this subject, in times apropos.

u will hear from us later; we'll tell of our plan
invite other sections, be cosmopolitan,
r members united with spirit all stirred,
'll soon solve the problem, ''What is wrong with the world?''

A MEMBER.

THURSDAY EVENING, SEPTEMBER 22, 1932

All the welcome of our Open House is offered to our guests, who helped us to enjoy a most pleasant evening:

Miss Monohan and Miss Drake	Gertrude Tubbs
Mrs. Andrus	Ruth Shaw
Miss Balensiefer	Miss Robbins
Miss Crippen	Virginia Merrill
Mrs. Hall and Mrs. McMillan	''Grebbie''
Miss Tooley and Miss Vennekohl	Jessie McKinney

We were privileged to serve delicious cakes sent to us by Daisy Prechtel, to whom we express our sincere thanks.

Mints from our president, Charlotte McClelland, and stuffed dates were enjoyed by all those present.

What a ''homey'' evening we had, groups here and there and of course the bridge games, but everybody seemingly happy!

Can you wonder that we look forward each week to the next one? We do, and are ever ready to do all we can to make you want to repeat the visit.

DRAMATIC AND CHORAL SHOW

Tickets for the dramatic and choral production to be given Monday evening, November 14, will be on sale on or about October 1. We cannot in this issue designate the chairman and the members of the committee who will handle the sale of tickets, but after October 1 tickets may be secured or reservations made through Mrs. Burlingame or Sylvia Kempton. A number of seats have already been sold and we suggest that you act promptly in order to get desirable places.

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BERTHA P. STALDER.

LET'S VOTE INTELLIGENTLY!

At the coming election in November, no less than TWENTY amendments to the State Constitution must be passed upon by "us voters." It will take some real study and discussion to decide just where we stand on these matters, and just as a little beginning and to give us all an idea of the subjects involved, we have asked one of our able attorney members to give us a very brief synopsis of what it's all about.

We hope that this will help to awaken your interest and curiosity, so that you will inquire further into these matters. Let's hope that on election day some four hundred voters from our club will go to the polls with real knowledge of the issues involved and with the ability to vote intelligently and independently.

AMENDMENT NO. 1. WRIGHT ACT REPEAL
Initiative Measure

The Wright Act provided for the enforcement by the State of California of the Eighteenth Amendment. This present initiative measure seeks to take away the state's support. If passed, it will not affect federal enforcement of the Volstead Act nor make the sale of liquor legal. National prohibition can be repealed only by national action.

If this measure passes the sale of liquor will still be classed as bootlegging. Its passage would merely mean that prohibition would not be enforced by the state.

LETITIA FARBER.

(Other amendments will be discussed in our next issue.)

CLUB NOTES

B. M. PIERCE

Ceil Hamilton, chairman of the Republican Wo en's Organization, was one of the hostesses at very lovely tea and rally held on board the steamsh *President Hoover* last week.

We have a post card from Flora Holford, wh spent the week-end at Yosemite, saying how so she was to have missed the Convention, but they ha the excitement of a visit from the Native Sons, wh created quite a furore in the valley.

Glad to hear Dr. Gertrude Spriggs is improvin after having been ill for about a month with a ve severe case of shingles. She is now staying wi friends in Burlingame.

Carita Rogers starts on her three weeks' vacati this week—not "going places and seeing things, but resting up quietly and enjoying home lif Carita has just completed thirty years with t Western Union, which is a record to be proud of.

Some people have all the breaks. Minna Bro is accompanying the young Miss Fagan to her c lege in New York and after that goes to her h home in Marquette, Michigan, for about thr weeks. She will be away for the entire month October.

And isn't it wonderful to be able to retire the days with no more business worries? Bessie He derson is retiring the first of October and goi down to Carmel to live with her sister. They ha just completed their bungalow at Carmel and w be there in time to enjoy the glorious Indian su mer, which is the best time of the year at Carmel.

Bertha Dale is taking her vacation at this tim but came in Tuesday to give her report on the Co vention at the Jane Friendly dinner party.

Allene Schuerbrock is back from Clear Lak where she spent her two weeks' vacation.

Mrs. Florence Drake LeRoy was one of the ho esses at the Civic Auditorium for the Franklin Roosevelt reception and meeting.

Many of the members enjoyed the hospitality the San Francisco Traffic Club at their party abo the steamship *Virginia* Friday night. There w Gertrude Tubbs, Charlotte McClelland, Mary Fennig, Belle Banz, Callie Bachich, Mr. and M Dickinson, Zee Clements, and Edith Floyd a party.

We have a note from Virginia Marshall sayi she will be located at the Hotel Burlingame for s eral weeks longer, as her demonstrating campai there has proved very successful. She is enjoyi the change in climate and her new Dodge very mu

The Jane Friendly dinner last week brought o quite a few members who haven't been with us often. We noticed among these Clotilda Gabri Mrs. Bennett, who is in charge of the dining ro at the Western Women's Club, Harriet McDona Lois Peckham, Ruth Tonkin, Etta Graff, Almy Duffy, Lillian Hall—looking very beautiful in Colonial costume — Dorothy Irving, Annie Lit Barry and many guests from other clubs.

You know what glorious dishes are achieved fron "left-overs" . . . Well, "make-overs" are just a satisfying when the Remodel Shop takes care o them! Suits . . . coats . . . wraps and frocks of las year's vintage are emerging disguised and rejuve nated so beautifully they look pre-zactly like '3 models! It's the skill and style knowledge behin the work that does it . . . Just take your togs to

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LOKOYA LODGE

Are your reservations in for the 8th and 9th of ctober to Lokoya Lodge? This is a Northern Dis- ict Regional Meeting in Napa Valley. Autumn, e fall of the year, is so beautiful for a week-end the mountains. Take the 12:30 or 3:30 boat on aturday afternoon, the 8th, and then a bus to apa. Reports just received ask that you go to the amber of Commerce at Napa, which is centrally cated, and there someone will take you on to okoya.

The cost is very reasonable—only $3.50—which eans dinner Saturday night, breakfast and lunch- n on Sunday, and sleeping accommodations on aturday. Then add the boat fare of $1.60 and you ve the full cost.

We must have a hundred to get the rate. Get in uch with Mrs. Burlingame, Gertrude Tubbs, or

LILIAN ELIAS,
Hostess Chairman, Northern District.

OUR FRIENDLY PARTY

With our president, Charlotte F. McClelland, pre- ling, a hundred and fifty of the Wise Ones were elcomed at the Post-Convention Dinner in the ne Friendly Lounge in the Chronicle Building, uesday evening.

Our chairman paid tribute to and presented Doro- y Rankin (Jane Friendly), through whose cour- sy this event and its monetary benefits were pos- ble, and in turn Mrs. Rankin told us of her work d activities, the scope of which only a few of us d realized.

At our places menu cards and recipes were found, e latter calling for the use of many of the Califor- a food products served at the meal. Very fitting ogans, emphasizing the satisfaction resulting from e use of the various articles, were interposed by rs. Rankin. Those recalled are "Jello Always lls," "A Gal Must Eat," and "External and ternal Salad." (To quote Mrs. Rankin, "Figure at one out.")

Continuing the program, the chairman introduced iss McCarthy, president of the Central District, d Miss Cooper, president of the Progressive Busi- ss Girls' Club of San Francisco.

This being the birthday of two of our members, lian Elias and Clotilde Grunsky, each was pre- nted with a corsage and later with a birthday cake lorned with the always present candles.

Bertha Dale, in reporting the business meeting the Convention held Friday morning, told of the mmunity singing and of the greeting and wel- me by Mrs. D. A. Curry, president of Camp Curry Yosemite Valley, where the Convention was held, d of the glad-to-be-here atmosphere prevalent erywhere.

Frances Effinger Raymond, in her pleasing man- r, told us of the various papers and addresses ven and discussed, among them being "Econom- s," "Building Reserves within a Job," "Consti- tional Organization," "Changes in By-Laws," Public Health and Education," all of which she ported as having been presented in a forceful and nstructive way.

One short and snappy bit of advice, brought out Mrs. Raymond as expressed by Miss Boynton, as "Read and Think,"—a timely team.

Coming as an extraneous item, but with the appre- ation and commendation of the Convention, was e report of the generosity of many of our school achers in providing food and clothing for the un- employed in their several districts. For these faith- ful servants of the State we bespeak the conscious- ness of being of use—one of life's greatest rewards.

Publicity reports were given by Caroline Weber, while legislation, one of the most important inter- ests of our organization, was in the hands of Amelia Johnson, whose unselfish giving of her time and her own funds has been the means of nipping in the bud much legislation that would be most detrimental to the interests of business women everywhere.

The delegates all spoke of the wonderful friend- liness pervading the sessions; the prompt and busi- ness-like manner in which all things vital were handled; and the spirit of play, oneness of purpose, and freedom from restraint that were so manifest when the time for such arrived.

Callie Bachich, a picture in a Colonial gown with parasol to match, told us of the barbecue dinner, and of the winding road to the pit, the granite heights of El Capitan against the glories of a Yo- semite sunset, the tables, the bonfire and the many stunts carrying out the idea of amalgamation, which was really the theme of the Convention.

It was a beautiful word tapestry our Callie wove for us, in describing the special presentation of *The Lost Arrow*, written by Earl Wilson. Her picture, on a beautiful background, showed us a sandy beach, white under a full moon; Indian teepees, stately trees, mountains mute in majesty, and a silver river rushing down the mountain side bearing on its tur- bulent crest a canoe oared by the searchers for "the lost arrow."

Just at this point in our FRIENDLY setting we were delighted with the presentation of the San Francisco stunt, and a symphonic number under the able direction of Annie Little Barry, entitled "What Did the Wild Waves Really Say?"

The wind and string instruments and their execu- tioners were:

Ida Reed, 'cello	Lillian Hall, flute
Louise O'Hara, saxophone	Katherine Cosgrove, oboe
Lilian Elias, trombone	Bertha Dale, clarinet
Charlotte McClelland, harp	

Continuing with the reports of the delegates, An- nie Little Barry, in a genuine tribute to Ida Reed, told of the intense moment when Miss Reed pre- sented her resolution for the amalgamation of the Business and Professional Women and the Califor- nia League of Business Women, and of its accept- ance by the Convention.

Mrs. Barry spoke of the untiring efforts of Ada Brace, guardian of the Ada Brayton Endowment Fund, to administer her trust in a manner beneficial to the greatest number, and of the ascending and descending currents and wave lengths encountered in such administration.

Ida Reed gave us an idea of the Colonial dinner, when many guests were gowned in keeping with the name, but she told us that nearest to her heart was the great thrill she experienced when her resolution for the amalgamation was passed and the Conven- tion arose in added approval of the union.

(To be continued)

• • • **GIRLS**

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hear you swear.

Violet Neuenburg
Notary Public

Room 740
111 Sutter St.
EXbrook 3344

ANNIE LITTLE "BARRY'S" THE HATCHET

(Being the excuse offered by King Dodo for Ida's, Ada's, and Annie's delay in reaching Yosemite.)

Said Ida. "I'd a thirst.
Is there Annie Little Barry juice
Or must I simply burst?"
Then Ada rushed to aid her
And she made a lemonade-a:
Soon in Ida
There was cider.
And the lemonade i-
N Ada.
For Annie paid for any-
Thing they ordered from the first.

(Contributed by Clotilde Grunsky)

NEW BOOKS

Elmina Kelly was guest speaker at the San Mateo Business and Professional Women's Club September dinner meeting at the Oak Tree Inn, San Mateo, on September 20. Recent outstanding books were the subject of the evening's discussion, under the leadership of Miss Pansy Jewett Abbott, chairman of the meeting. Miss Kelly gave one of her characteristically witty and interesting talks, reviewing briefly several of the worth-while latest publications.

Edna M. Hansen, Chairman,
San Mateo Club Book Section.

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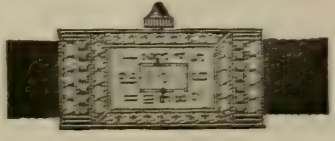

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

V. 9 OCTOBER 8, 1932 No. 41

Weekly Program

October 10—Book Section, 7:30 P. M.
October 11—Dramatic Section, 7:30 P. M.
October 12—Past Presidents' Dinner, 6:15 P. M.
The Club House, 363 Sutter St.
October 13—Choral Section, 6:45 P. M.
October 13—Thursday Open House, 8 P. M.

Hostesses

Hazel Ramon — Sarah McLaughlin
Emma Gries — Daisy Denis
Clara Brown

Please make dinner reservations early at Club Rooms, PRospect 8347

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

DISCOVERY DAY OF OUR OWN

That is what the program will be when we meet Wednesday at 6:15, October 12, at the Club House, located at 363 Sutter Street.

This "different" dinner has all come about because our President, Mrs. McClelland, felt the time has come to pause for a moment and look back over the path we have journeyed; assigning to the past presidents the pleasant duty of reviewing the work of their particular terms of office. (We have been given carte blanche in interpretation, so come prepared for verse and rhyme, humor and laughter, and down-deep profound mood!)

Rather an intriguing idea, isn't it? October 12—Discovery Day—and past presidents. Sort of discovering or re-discovering (it so depends upon your point of view and length of membership) the past presidents. We of the X classification shall emerge from the status of "unknown quantity" and shine a while in the reflected light of past years. (Should you not entirely approve of "reflected light" just remember that even the celestially reflected light o' the moon can be romantic. And hence we may have a romantic interpretation of the past!)

Seriously—this program will not be for the purpose of focusing attention on the individual Mesdames X, but they will be rather the spokesmen (or spokeswomen, as you would have it) of the club's accomplishments since 1916. During these sixteen years we have elected ten of our members to the office of president: Lillian Palmer, who was the founder and first president; Margaret Mary Morgan, Clotilde Grunsky, Susan Harris Hamilton, Ida J. Lord, Ida M. Reed, Johanna E. Heim, Ethel Maxwell, Charlotte McClelland, and the writer. Once upon a time, there was no Business & Professional Women's Club; then on November 21, 1916, nineteen women met together and . . . the rest will be Lillian Palmer's story, and each past president, in turn, will take up the continuity.

We can, I think, look upon the past years as mountain ranges. Each administration has certain work to do; it makes its own ascent to the pinnacle of attainment; then the succeeding board of directors takes the trail and leads us to a still higher place. But somewhere there is a plateau. Plateaus are splendid places for rest and contemplation, and to hear the pioneers tell how they did things in the first years. We shall reach a plateau, October 12.

The program, then, on October 12, will be sponsored by our past presidents. The dinner will be the usual eighty-five cents. Reservations are necessarily limited, so the wise thing to do is to get your ticket just as soon as you can, from Mrs. Burlingame. Please be sure to note:

TIME—Wednesday, October 12, at 6:15. (Not a Tuesday, this time.)
PLACE—The Club House at 363 Sutter Street.

We, the past presidents, look forward to the pleasure of greeting you. To repeat the call for the first club meeting, way back in 1916, "A chair awaits you."

MAY F. RILEY.

The Business Woman

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LOKOYA LODGE

We have twenty-four on our list today, for our regional meeting this week-end. What a hearty response! Also several letters from our neighbors in which they say they are coming. It will be a real get-together, just what a regional meeting is for.

Let me give this information to those of you who come via Vallejo boat. The best one is to take the 12:30 boat which connects with the electric train stationed a few steps from the landing, and go to Napa. In Napa there will be a committee to meet you and escort you to the lodge. Round trip, $1.60. The next boat is 3:20 and the same information applies here.

Will some of you please bring some playing cards for the Saturday evening gathering? Thank you.

LILIAN ELIAS,
Hostess Chairman, Northern District.

CLUB NOTES

B. M. PIERCE

Josephine Weed entertained a foursome at summer home in Mill Valley over the week-end.

Josephine Hogan was guest of honor at a pa given by Lydia Johnson for some of the old t club members, including Johanna Heim, Ida Re Ida Lord, Nell Ackerman, Leola Good, Marie hansen Spengeman, Rose Mainprice, Estelle Walk Belle McDonald, and Josephine Weed. We hope have the impromptu poetry Rose Mainprice c posed for the occasion while crossing the Bay, a later issue of THE BUSINESS WOMAN.

While Dr. Gertrude Spriggs expected to be b in the city by October 1, we have a card say she will probably be on the Peninsula with her n for another two or three weeks, as the sciatica still bothering her. The address is c/o Mrs. Webst 55 West Poplar Street, San Mateo, California.

You may be interested to know that Mild Adams bought a bungalow on Acacia Avenue, B lingame, and moved down the first of October.

Club members wish to express their deepest sy pathy to Nettie Smith in the loss of her brot last week.

Virginia Marshall came in to pay us a visit Thursday and said she expected to remain d the Peninsula for another month or so. She brou with her Miss Springer, our latest prospective me ber.

Hilda Gohrman, who has been living across Bay all summer, has returned to San Francisco is now connected with the Penn Mutual Life surance Company.

Rose Bezek had some tough luck while on her cation in Los Angeles. She went into the drug st to make a purchase and laid down her purse on counter, but when she went to pick it up the pu had disappeared. As it also contained her drive license she had to take another examination in L Angeles before she could drive her mother back San Francisco.

Several members attended the *thé dansant* board the *Asama Maru*, given by the Japan Soci of America last Thursday afternoon. The boat gaily decked with artificial cherry trees and ch santhemums and each visitor was given fans, yell paper chrysanthemums and banners as souven Mabel Johnson, Gertrude Tubbs, Mary Bear, M Parsons Ryley, Eleanore Lambertson and Caro Weber were among those present.

A card from Hazeldean Mitchell tells of her pl ant trip and safe arrival at her home in Minnes

Flora Holford says they "puffed" up to Sequ National Park for the second week of her vacati so she will not be home as soon as expected.

DRAMATIC AND CHORAL SHOW

Monday Evening, November 14, 8:15 P. M.
Community Theater, 609 Sutter Street

Prices

$1.00 plus 10c revenue tax—$1.10
.75 plus 8c revenue tax— .83
.50 plus 5c revenue tax— .55

Tickets may be obtained from any member of the dramatic section, the choral section, Mrs. Burlingame, or Sylvia Kempton.

Since this entertainment is being put on for the benefit of our club as a whole, we strongly urge members not only to attend themselves, but to get their friends to come also. Aside from "doing your bit" as a club member, you can be sure of enjoying the entire performance, upon which a great deal of time and effort is being expended by those taking part.

SYLVIA KEMPTON, Chairman Dramatic Section.

AMENDMENTS

o. 2—State Liquor Regulation. (*Initiative*)
Gives the state alone power to regulate the manu-
acture and sale of intoxicating liquor IF and
HEN the Wright Act and the eighteenth amend-
ent are repealed. Its proponents claim it will pre-
nt the return of the saloon. Opponents contend it
ill deprive the towns and cities of local control.
his does not enact a present law, but a law to
ke effect upon a contingency that may or may not
cur.

o. 3—Foreclosure of Mortgages and Trust Deeds. (*Initiative*)
This measure converts trust deeds into mort-
ages; abolishes power of sale; declares same en-
rceable only by court action; permits a borrower
ho has defaulted on an installment to "pay up"
d thus reinstate his mortgage; provides that bor-
wer in possession must pay rent or surrender
thin fifteen days.
There are certain evils arising from the abuse
both the right of redemption under mortgages
d the power of sale in deeds of trust:
(1) When a mortgage is foreclosed the borrower
s one year in which to redeem and may keep
ssession during that time. Often he pays no rent
taxes and permits the property to run down and
metimes runs off with the plumbing, all to the
triment of the lender.
(2) When property is sold under a deed of trust
ere is no right of redemption; sales are sometimes
audulent; notices are published in such a way
at the parties in interest may not know of the
te and place of sale or the amount due; the prop-
ty is bought in by the lender at a price far below
s fair value and the borrower sued for the dif-
rence (deficiency).
There is positive need to protect the borrower
om having his property bid in at a trustee's sale
r less than its fair value and thus be subjected
an unjust judgment for the difference. Where the
ght of redemption exists there is some protection
that the possibility of the borrower's redeeming
r the amount bid tends to deter the lender from
dding in the property for less than its fair value.
Question: Does this measure cure both these
ils?
Its proponents claim that it will restore the right
redemption to borrowers on real property without
epreciating its value; that the lender is paid rental
uring that period; that the rights of all parties are
ttled in a court thus preventing injustice; that it
ill relieve from hardships due to "acceleration of
e debt"; and that the right to redeem will prac-
cally eliminate deficiency judgments.
Its opponents claim it would place a great hard-
ip on the borrower in that it will not affect exist-
g loans and when he seeks to refinance he will not
e able to borrow to within twenty per cent. of his
rmer loan; that it will not prevent deficiency
dgments; that the borrower after foreclosure, if
e cannot pay rent, may be ousted from the prem-
es within thirty days, thus defeating his right
possession; that the measure is not properly
awn and would produce much litigation and cloud-
g of titles; that it would depreciate real property
nd contribute to present economic distress; that
e subject is highly technical and not appropriate
initiative process and should be handled by the
gislature.

Note—At a meeting of the State Bar in 1931 this subject was before it for consideration and since then its committee has made recommendations looking to the correction of these evils. These recommendations will come before the State Bar at its present session for action thereon. This is the proper body to frame amendments for legislative action.

Letitia Farber.

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OPEN HOUSE

Those members of our family who gathered on Thursday evening at our delightful home left, I am sure, refreshed for whatever cares awaited them on the morrow. It was a happy group.

The enjoyment of our games was augmented by the treat furnished by our General, Blanche Newton, who shared with us some delicious grapes which had been sent her direct from the vineyard! Thank you, Blanche.

It gave us real pleasure to greet Miss O'Connor, guest of Almyra Duffey, and Mrs. Springer, guest of Virginia Marshall, as well as Miss Reidy, one of our newest members.

The delicious cake contributed by Z. Clements, and our usual refreshing cup o' tea, concluded another of those satisfying evenings. B. W.

AN APPRECIATION

In the passing of Dr. Barton W. Everman, the members of our club feel a distinct loss. His kindly personality and willing gracious manner in sharing his scientific knowledge gave to us a real appreciation of his greatness.

Several years ago—when our club was on Market Street—Dr. Everman gave us a delightful and interesting talk on a trip to the Galapagos Islands. Since that time the club has had three special trips to the Academy of Science and Aquarium as the guests of Dr. Everman and our good friend, Mr. Grunsky.

These happy events will linger long in our memories and we shall treasure the privilege of the personal acquaintance of this great man.

SUSAN HARRIS HAMILTON.

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SPECIAL COLLECTIONS

The Business Woman

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Vol. 9 OCTOBER 15, 1932 No. 42

Weekly Program

Coming Events

October 18—Dinner, 7:00 P. M.
Western Women's Club.
Speaker: Miss Bathie Stuart.
Subject: "New Zealand."

October 20—Choral Section, 6:45 P. M.

October 20—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig — Hazeldean Mitchell
Isabelle Banz — Rae Morrow
Nora Blichfeldt

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

The gateway to the romance of Maori Land (New Zealand), will be opened for us at our dinner on

TUESDAY, OCTOBER 18—7 P. M.

in the ball room of the Western Women's Club, 609 Sutter Street, when, through the courtesy of the Union Steamship Company of New Zealand, we will have presented for our enjoyment a unique entertainment provided by Miss Bathie Stuart.

Miss Stuart is a native of New Zealand and the only white woman interpreting the unusual folk lore of the Maori people.

She will take us for a romantic ramble about New Zealand, the "Fairyland" of the Pacific. Her informal but informative talk will be augmented by distinctive scenic films and her alluring interpretation of the native folk songs and dances, in picturesque Maori costume, will be another delightful factor of her theme subject.

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Jessie D. McKinney Gertrude D. Tubbs

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Except Saturdays

CHORAL SECTION

There are those among us who use music and its expression to further the enrichment of life and the enjoyment of its friendships.

The Choral group—who sing because we love to sing, because we love our leader and each other—are happy because we have so many opportunities to bring happiness to so many places with our music.

You of the club who know us and like us, and criticize (not too harshly) our performances in club circles, do you know the fame of this group has spread, that we are steadily practicing to prepare programs to present for the pleasure and entertainment of various friends in various places?

Most recently we had the distinction of being on the program of the affair given in honor of the Vallejo family by the Pioneer Society of California. Our music on that occasion was composed specially for us by Mrs. McGettigan, a member of that celebrated family, and was a great pleasure to sing.

Next month we plan a program which has become almost a tradition with us. It is to assist a small church across the bay, whose pastor is the brother of one of our most beloved members. Next will come our chance to participate in the program of our dramatic section. Soon after that Christmas will be with us, and the spirit of the season will enter into our hearts with its glorious music.

Always our chairman and our director see that there is something ahead of us, and our weekly meetings are full of cheer inspired equally by our friendships and our love of our music. Though some of us sing but little, we love to do that little well, under the guidance of our most efficient and well-beloved Mrs. LeRoy, and we welcome any and all who have a "song in the heart" to come and sing along with us.

EDITH FLOYD.

OUR FRIENDLY PARTY

(Continued)

In the last session at Yosemite, the Z. Cleme cup was presented to the Southern District, Margaret Mary Morgan cup to the Compton Cl and with the exchange of good wishes, gifts and membrances by members and outgoing and inco ing officers, the Convention adjourned.

One of the lovely and unannounced pleasures this memorable week-end was the tea given at Ahwahnee Hotel for the business women who w guests in the Valley.

A very important item, and one almost ov looked in this review, was the identification worn by our members, consisting of a striped ribb head band and a perky red feather sticking up the back. In fact, we were told that two young m were discussing the possibilities of joining the cl and thought the possession of one of these per feathers would entitle them to its privileges. Af more careful deliberation, however, they conclud that neither of them was old enough!

AND THE KID BREAKFAST!

Lilian Elias fell heir to a report of this hap party, and she made her listeners wish they had be present and able to turn back the pages to th childhood days.

Balloons, peppermint candies and other uniq favors in keeping with the ages of the guests w on the side lines, and the breakfast was suitable those of young and tender years. Teeter-boar burros, sand-piles and slivery toboggan slides forded real romps for these care-forgetting girls.

Songs and clever stunts were given by clubs fr Salinas, Burlingame, Merced, and Visalia. Our Gertrude Tubbs, Carolyn Weber and Jane McClas put on a clever "Love Me, Love My Dog" stunt which a hundred and twenty lolly-pops were volved, but the theme of the Convention was noti ably brought out.

Clotilde Grunsky having been asked to tell us the "Convention Air" thought best to consult No Webster regarding the different kinds of air, there would be light as to whether was meant h cold, festive, mountain, castles or perhaps the h apparent.

Miss Grunsky chose the middle road and in g eral recalled the air of stability, permanence a co-operation surrounding the entire Convention.

She stressed the granite monuments in an dian's paradise, which served as a background, a the natural beauty of setting which was so suited the decisions of deep and vital concern to busin women and their future, and in the outlining of program worthy of the high ideals of the orga zation.

R. D. MILLER.

CHANGES FOR THE ROSTER

Susie Hicks, 810 Hyde Street.

Ethel Woodruff Sullivan, 53 Noe Street, HE lock 0569.

Celia O'Brien, 106 Woodland Avenue, San A selmo. San Anselmo 4335.

Nora A. Blichfeldt, Alpha Omicron Pi, Stanfo University, California. Palo Alto 4888.

Dr. Rae Morrow has moved to 2964 Jacks Street. Phone FIllmore 3401.

CLUB NOTES

B. M. PIERCE

Ioo-ray—Margaret Mary is so much improved is taking some rides and visiting her office once awhile and receiving visitors; but don't try to on her without telephoning first.

nnie Little Barry reports a very successful trip ting six counties in the northern district in the rests of the General Federation of Women's os. Says she has to rise at break of day to make e of the connections, but you know it's the early l that catches the worm!

harlotte MacCuaig has taken a temporary leave absence from her former position and is now ht-cashiering at Kelly's Tavern.

Thelma McGuire has taken Jessy Scott's apartnt for the next three months while Jessy visits h her relatives in Washington and other places.

ertrude Tubbs is on her vacation—taking short os around and enjoying a much needed rest.

What a lovely dinner Violet Neuenberg gave last k for the crowd who always used to lunch toher each week at Mary Solari's!

t was a hectic week for Nora Blichfeldt—what h packing up, going to the dentist, doing last nute errands, and getting down to Stanford in e to register for the next semester at the Law ool.

The Maurice Hotel was the setting for a beautiful nquet tendered to Lois Peckham on her retirent as Vice-Principal from the Yerba Buena ool last week. The teachers decorated the tables h autumn flowers, painted acorns and leaves, and de her a present of a beautiful platinum bracelet with sapphires, in appreciation of her many rtesies to them.

THURSDAY EVENING, OCTOBER 6

What is this we hear—calories being counted ht and left and then Hazel Jacoby places before hungering eyes that delicious fudge, not one iff of which was left.

AND then out comes a most attractive assortnt of cakes from Carrie Davis and Dr. Fernald, whom we express our thanks.

What is a poor starving soul to do but devour these goodies, and promise a strong will to abin for the next three days?

AND who should drop in but the now Lady of isure, Lois Peckham—my, but we were glad to her!

AND Miss Carter, guest of Dr. Fernald, who ewed her visits after a summer away from San ancisco.

AND Molly Crookston and her guests, Miss Cror and Miss Conley, making all the words in the tionary with Anagrams.

AND Mrs. Green, guest of Hazel Jacoby, and a spective member, promising to come soon again another game of Contract.

AND Mrs. Van Ciel, guest of Sara Ann Magill, o entertained a group with her clever palm read-

AND, AND the advancement of plans in the offing r your enjoyment on October 27, when we shall deavor to have some of the Hallowe'en spirits ating around our club rooms.

AND, AND, AND we are going to have a real mey Christmas Party on December 15, in our n club rooms. Yes, there will be a tree, all glitter d sparkles—a real Santa Claus and—but we fort—we must save something for a surprise.

DR-R-R-AMA!

Did you think business women could—or would—be catty? Well, you'll see for yourself Monday evening, November 14. And that isn't all! A tense, quick-moving drama with its unexpected denouement! And a charming costume play, delightfully humorous. This year several new players will appear—Rose Bezek, Ednah Butler, Thelma McGuire, Anita Mayer and Betty Walton. You will also be pleased to see some who have not taken part the last year or so—Louise O'Hara, Alice Kennedy and Florence Attridge. Then there are the "regulars," including our President, Charlotte McClelland, Belle McDonald, Callie Bachich, Lilian Elias, Terese Forman, Clotilde Grunsky, Elsie Maclaren, Rae Morrow, and, as the legal documents say, "the undersigned." This is a large group—seventeen (count 'em)—and all of you have friends among them whom you would like to see act. So step right up, ladies and gentlemen, and get your tickets. This way, please!

SYLVIA KEMPTON,
Chairman, Dramatic Section.

IMPORTANT NOTICE!

The book section has joined the civic section in giving an evening to the presentation of methods and accomplishments in relief work as these are being demonstrated in our city. San Francisco is regarded as having one of the most efficient relief administrations in the United States. We have two members that are outstanding in this work. Will you come on the evening of October 24 and hear our Lillian Hall and our Clotilda Gabriele give us a concrete picture of the work being done? Other speakers will help them in telling of the work done in the men's division, in the women's division, and of work done for the relief of families and of single persons in both divisions.

Since our own situation is but an outgrowth of national and world conditions, some intelligent reading as regards these conditions might prepare us for a greater appreciation of the need and the benefits of such relief work. Therefore the book section suggests the following:

How Political Gangs Work—Seasongood.
Some Folks Won't Work—Calkins.
The Need of a New Party—Douglas.
Unemployment—Douglas.
Rise of American Civilization—Beard.
The American Epic—Adams.
America Faces the Future—Beard.
A New Deal—Chase.

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ARE YOU PREPARED TO VOTE?

Proposition No. 4—(Senate Constitution Amendment).—At present under the constitution, one-half of the revenue derived from the tax on the gross receipts of motor highway transportation companies is devoted to county highway maintenance, the remaining one-half to state highway maintenance. The amendment proposes to leave unaffected the one-half to the counties, but provides that the remaining half shall go to the general fund for state purposes.

There is no opposition. At the present time these companies pay nothing toward the expenses of maintaining state government. The gasoline tax paid by these companies is to continue to be devoted to highway purposes.

Proposition No. 5 — RACING — (Initiative Measure).—This is another attempt to make race track gambling legal in California. Its proponents contend it would attract wealthy sportsmen to the state, thus increasing its revenue. Its opponents, that the measure would tax college sports as well and open up race track gambling with all its attendant evils.

Proposition No. 6—(Senate Constitution Amendment).—Extends the $1,000 exemption from taxation on account of military service to persons who, after such service in time of war, have continued in such service. Its proponents claim that it will put those who continued in the service on equal footing so far as this exemption is concerned with those honorably discharged. Its opponents contend that the measure is not clear as to whether it means those continuing in the service to date of claiming exemption, or those continuing in the service for a few months and then honorably discharged; that all these new "tax exemptions" should be discouraged, for the obvious reason that they tend to increase taxes.

Proposition No. 7 — LEGISLATIVE EXPENSES — (Senate Constitution Amendment).—This amendment empowers each house to employ its help and fix the compensation without joint action by the other; increases the Senate's allowance for help from $300 to $400 per day, the Assembly's from $300 to $450 per day, and at special sessions, each house to $150 per day instead of $200 per day for both; permits selection of employees outside of civil service; empowers each house to create interim committees and make appropriations therefor; removes bar of constitution to increase of pay to legislative officers and attachés after they are elected or appointed.

Its proponents claim that it merely revises the constitutional allowance for the two houses so as to provide sufficient funds to meet these necessary expenses from one source. Its opponents, that it opens the way to a heavy increase in state expenses; that it establishes a means for the creation of endless interim committees at the state's expense; that it enables each house to independently control its finances for attachés and these committees; that it removes restrictions as to civil service appointments.

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 | OCTOBER 22, 1932 | No. 43

Weekly Program

Coming Events

October 24—Joint Meeting, Book and Civic Sections, 7:30 P. M.
Subject: Relief Work in San Francisco.
October 25—Dramatic Section, 7:30 P. M.
October 27—Choral Section, 6:45 P. M.
October 27—Thursday Open House, 8 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

BOOK AND CIVIC SECTION MEETING

In the following program you will be given a picture of relief work in San Francisco:

"What the State is Doing in San Francisco," Mrs. Lillian Hall.

"What the Women's Division is Doing," Miss Winifred Pierce.

"Clothing the Unemployed," Mrs. Robert H. Donaldson.

"What is Being Done for the Family Man, Especially the White-Collar Group," Miss Katherine Pelton.

Mrs. Clotilda Gabriele has promised to preside.

The book section presents the following list of economic books for reading:

Planned Society.....George Soule
Money For Tomorrow.....W. E. Woodward
Recovery.....Sir Arthur Salter
March of Democracy.....James Truslow Adams
United States and World Affairs..Walter Lippmann
Education and Modern World.....Bertrand Russell
Scientist Among the Soviets.....Julian Huxley
Winder Box of Asia.....George E. Sokolsky
A New Deal.....Stuart Chase
Unemployment.....Douglas
America Faces the Future.....Charles Beard

Most of these books are to be found in the Post Street Library. The librarian, Miss Hazelton, has done settlement work and is much interested in these books. She has told our Elmina Kelly that if any are wanted that she does not have, she will attempt to secure them. As Miss Kelly has suggested, we are in the midst of economic war times. Surely it is worth while to be well informed.

NORA BLICHFELDT, Chairman Civic Section.
CLARA BROWN, Chairman Book Section.

OUR CHORAL

It is with joy our choral section unites with the dramatic section to help give our members and friends an evening of real pleasure. We are practicing on one of Charles Wakefield Cadman's operettas. We hope you will like us.

If you like Russian music, we may try that some time. We have been Chinese, Japanese, Spanish, Hawaiian, just plain Americans; and we are of English, Swedish, Scotch, Irish, Jerusalem, Italian, French, Austrian and German, and now we will be *Amerindians.*

G. F. STAUB.

THURSDAY EVENING, OCTOBER 13, 1932

And none other than our own Ada Brace, who with her own hands fashioned the dots, circles, and holes which were served to our guests. They came, were seen and quickly devoured. That spirit of helpfulness which is always so apparent in our club was once again displayed and no amount of work is too great for "somehow she just wanted to do it."

Many thanks and much appreciation, Ada.

A quiet, but none the less enjoyable evening after our most pleasant time at the past presidents' celebration was graced by our member, Edith Black, who comes all too seldom, and her guest Miss Francis.

For October 27, while we are not planning what is ordinarily thought of as a Hallowe'en Party, we have had an offer through some of our members which we feel will be very interesting to you, and help you to spend a pleasant time.

We have a surprise for you there too, but will let you drink it in with your eyes.

THE COMMITTEE.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

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Remembering.....Ida M. Reed
Sunshine.....Matilda Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

LUNCHEON

A Hoover luncheon will be given for business and professional women at the St. Francis Hotel on Monday, October 24, from 12 to 1 o'clock. Congresswoman Florence P. Kahn will be the principal speaker.

The price for the plate luncheon will be fifty cents, and tickets may be procured from Ida Lord, Callie Bachich, or Mrs. Burlingame. *Adv.*

CLUB NOTES

B. M. Pierce

Combining business with pleasure, Hazel Jac is visiting the familiar scenes of her childhood t week, in Tehama County, going up to Lake He to enjoy the snow.

Eleanor Middlehoff is back from a fine vacat spent in the Santa Cruz Mountains with Mrs. W lake, who used to run the Tunnel Library.

Eleanor Robson has rented her house over Berkeley and is occupying the apartment of Min Brown until she returns from her eastern trip.

Anna Hunt has moved back to San Francisc bag and baggage—furniture and all. Address, Bush Street. Her corset shop telephone is chang also—now SUtter 7924.

Last week Callie Bachich was initiated into t Albert Pike Chapter of the Eastern Star.

Gertrude Tubbs left Tuesday for a trip up t Redwood Highway to Eureka and then on to Gran Pass and Crater Lake—if the weather is good.

Miss Katherine Felton attended a meeting at t Western Women's Club this week to aid in starti a drive to secure interest in the "Odd Jobs Ca paign" for the relief of unemployment.

Ida Lord had a table for about twenty B. & P. club members at the Talent Festival dinner at t Women's City Club last Thursday.

Ceil Hamilton is chairman of the luncheon to held at the Hotel St. Francis on the 24th by t Republican Women's Committee. Mrs. Floren Prag Kahn will be guest of honor and her subje will be "Business and Politics."

Sorry to hear Jean Kerrison is laid up with slight attack of influenza.

As Mae Barr Long was subpoenaed to appear in government case at Jefferson, Missouri, she is ta ing a little extra time for a visit with friends New Orleans.

Nancy Harl Jordan is spending two weeks at h old home in Colusa.

Josephine Swann White, past president of t Oakland Club, was a visitor at our club rooms la week, as was Miss Hazel Piltz of Honolulu. Mi Piltz has charge of the foreign exchange in t Bank of Hawaii.

Susan Hamilton had her sister, Mrs. Stout Ukiah, as guest at the dinner last Wednesday. W also had guests from the San Mateo Club—Kat crine Bartle, president, Miss Horton and Mi Hansen. Miss Margaret Torreyson, president of t League of B. & P. W. was also a guest that evenin

Clotilde Grunsky has been appointed Northe California representative of the Business and Pr fessional Women's Section of the National Repu lican Committee. Ida Lord is the San Francis representative, and also working on the committ are Ida Reed, Callie Bachich, Margaret Torreys and Frieda Kruse.

DRAMATIC AND CHORAL SHOW

Community Theater—609 Sutter Street

Monday Evening, November 14

Tickets

From Members of Either Section

NORTHERN DISTRICT REGIONAL MEETING

s at all conferences and conventions called to hasize the standards of the Business and Pro- ional Women's clubs, and to further the friendly as well as the business bonds, the San Fran- Club was well represented, having fifty mem- and guests at the regional meeting held at oya Lodge on October 8 and 9. Miss Lilian s, Regional Hostess Chairman, together with Napa Club, under the leadership of Dora Brett, sident, were hostesses for the meet, and began r splendid care of their guests by meeting trains Napa and having them conveyed safely to oya.

he drive up the mountains through vineyards se leaves are showing the most lovely of moun- tints, and under trees whose foliage is no less ted with the flaming colors of Fall, was all too t.

fter our arrival and registration, we were gned to quarters, and at seven in the evening we ered in the huge dining hall for dinner. The geous, Fall-tinted decorations of the lodge room, dining hall and the dining tables had been tically and ably handled by Lucy De Lancy her committee.

ommunity singing, led by Gertrude Tubbs, ior of the verses to the songs, together with ing pictures depicting snow and winter scenes at oya, and shown by Dr. Hugh Montgomery, filled early part of the evening. After this, card tables eared and games of various sorts were enjoyed l the "day was done."

arly Sunday morning the deep-throated note of Lokoya Lodge gong sounded through the trees summoned us to an eight o'clock breakfast. owing this, an excursion under the leadership Mr. Van Rensselaer was made to some of the resting places around Lokoya. Halting for a f rest in the Camp Fire Theater, our leader te of the educational program being carried on he management of the Lodge in making a home young boys and in training them for the busi- of life.

fter a leisurely walk up the mountain path, we ved at the chapel in the forest. In this secluded, ful bit of sacred ground, Dr. Montgomery, in ock and surplice, gave a thoughtful, wholesome to the interested group. Far away from the y-day noises of traffic and machinery, with the tering tree branches for a roof, the dried leaves a carpet and tree coats for pews, we certainly e privileged to drink from the spiritual fountain he Great Outdoors.

n our return to the open-air theater, we found mpromptu conference, with Mabel Gregson pre- ng. Both Maude Empey, President of the State gue, and Frances Effinger Raymond, Director, us of the work and plans of the organization of the valuable results being accomplished by National League for Business Women every- re.

mong the speakers who added much to the spirit companionship of the conference were Marie en, Ann Duffy and Zee Clements. In addition, tter of greeting from Winifred M. Frye, Presi- t of the Federation, was read by Carolyn Weber, Vice-President.

uring the Sunday dinner hour, at which Mabel gson presided, we listened to an address by D. L. rd, who emphasized the need of an international guage as a stepping stone to international peace. Musical numbers and songs, with Mrs. Grigsby as accompanist, were greatly enjoyed. A vote of gratitude for an enjoyable, educational week-end was extended to the business men and business women of Napa for the many, many thoughtful gestures which added to our pleasure; to the women of the Napa Club for their solicitude and care of us, and to Miss Lilian Elias, Guardian and Hostess, who seemed to be present everywhere, seeing to it that each and every one of us enjoyed our holiday to the fullest extent.

R. D. M.

CHANGES FOR THE ROSTER

Nettie Smith has moved to 2254 Market Street, same phone as before.

Henriette Steinegger's new address is 2153 Sacramento Street, Apt. 1. WE st 0554.

Marie Judge is now located at the Sir Francis Drake Hotel. Phone EXbrook 7755.

Frances Eagan has moved to 1175 Clay Street.

Margaret Dailey—55 Prosper Street. Phone MArket 4512.

Bessie Henderson—P. O. Box No. 187, Carmel, Calif.

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AMENDMENTS

(*Continued*)

Proposition No. 8—INITIATIVE AND REFERENDUM — (Senate Constitution Amendment). — Cures defects in our Initiative and Referendum Act and will tend to have all such measures correctly drawn and entitled, thus obviating litigation over meaning of measure, and will also give to its proponents full control over the measure from the time of its proposal until election, thus preventing interference by its opponents until voted upon by the people.

Proposition No. 9—SCHOOL FUNDS—(Initiative). —At present the State contributes $30 per pupil attending elementary schools and $30 per pupil attending high school; the county, $30 for the former and $60 for the latter. This measure requires the State instead of the county to raise the $30 and $60 and to add thereto $20. It directs that the State raise these sums through a tax on income and an elective sales tax; that the sum thus raised ($50,000,000 per year) constitute an "equalization fund" for the purpose of equalizing educational opportunities throughout the state.

The amendment has two major purposes: (1) The reduction of taxes to farmers and home owners, (2) the equalization of educational opportunities throughout the state.

Its proponents claim that it will equalize the tax burden and reduce the local property taxes; that real property bears an excessive burden of taxation and the remedy is not in the reduction of expenses alone but in broadening the base of taxation by securing new sources of revenue. Its opponents contend that the provision creates a new constitutional fixed charge on the general funds of the state irrespective of whether or not the amount is raised by tapping the new sources of revenue; that the new sources may or may not yield this $50,000,000 a year; that the measure may permit any form of a sales tax, depending upon the group of interests having the greatest strength in the legislature; that the State now faces a deficit of about $50,000,000 and when this additional burden is added the State will face serious financial difficulties; that there is no assurance of tax saving in that the State will have no control over the spending of this "equalization fund"; that the present unequal burden of the counties and the present burden on real estate are due to the demands of our educational system and those demands are locally controlled, for under the present law the supervisors must levy the taxes budgeted by district trustees and this measure places no limitation upon the trustees; that the State should not be required to increase its contribution 150% without acquiring control over the spending of the money.

Proposition No. 10 — (Assembly Constitution Amendment.) Authorizing City of Escondido to hold stock in mutual water company. Under the present law the Legislature has no power "to authorize the State or any political subdivision thereof to subscribe for stock or to become a stockholder in any corporation whatever." The question is: Shall we modify the constitution to accommodate the City of Escondido, allowing a community to go into partnership with a private enterprise?

LETITIA FARBER.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

UNIVERSITY OF CALIFORNIA
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CALIFORNIA ACADEMY OF SCIENCES

Vol. 9 OCTOBER 29, 1932 No. 44

Weekly Program

Coming Events

November 1—Dinner, 6:15 P. M., Western Women's Building. Business Meeting.

November 3—Choral Section, 6:45 P. M.

November 3—Thursday, Open House, 8 P. M.

Hostesses

Elma Baily — Minna Brown
Betty Walton — Irene Herlitz
Ruth Shaw

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

THE LURE OF THE SOUTHERN SEAS

Miss Bathie Stewart entertained the members of e club at our dinner meeting on October 18 with delightful delineation of the dances, songs, poems, ants, customs, and pictures of New Zealand and lands of the Southern Seas. Her vivid and magtic personality so charmed the audience that the ll of the tropical isles reached an echo in our arts. Most of us are ready to set sail to those amorous islands, inhale the perfume of exotic owers and spices, and bask in the romance of coral efs and land-locked lagoons.

Miss Stewart's artistic rendition of the various oems and chants in that cultured and sonorous oice of hers will long remain in our memories. She the only white woman in New Zealand whom e Maori chieftains honored by teaching their folkre and traditional dances. Garbed in the native stumes of the Maoris, she captivated us with many raceful dances, accompanying the rhythm with ringing poi balls and melodious songs.

Miss Stewart visualized for us the beauties of ese volcanic islands so that it seemed as though e were traveling along with her. The Thermal reon of New Zealand, where cooking and washing done out-of-doors by the Maoris, and steam heat is ver needed, would answer the present problem of tting down expenses.

Miss Stewart also wore a cloak made of Kiwi eathers woven in flax, which somewhat resembled e ceremonial cloaks of ancient Hawaii. The Kiwi, odd bird, indigenous to New Zealand and almost tinct, is now protected by the government.

One could write reams descriptive of this interting entertainment, but the best solution would to go in person to this fascinating land.

LOUISE M. O'HARA.

The Amerindians are forging ahead and Charles Wakefield Cadman's "Indian Love Charm" is turning out to be interesting and tuneful. We know you will enjoy the love story of some of the first American citizens.

AMENDMENTS
(*Continued*)

Proposition No. 11—TIDELAND GRANT TO CITY OF HUNTINGTON BEACH.—(Initiative.) A revival in another form of the issue voted upon under the referendum of May 3, 1932 and rejected. Its proponents contend that the grant to the City of Huntington Beach will benefit the taxpayers of the state and save the oil from being drained by the Standard Oil Company; those opposed contend the oil should be left in the ground as a reserve and the beach be continued to be used for recreational purposes; that if and when the tideland is leased for oil production the state should receive as the owner thereof all of the royalty rather than to divide it 50 per cent with the City of Huntington Beach.

Proposition No. 12. — (Assembly Constitution Amendment.) Authorizing City of Glendale to pay owners certain improvement assessments upon their property. Amendment applicable solely to said city. The present constitution prohibits the Legislature from lending credit or from making a gift of public money of the State or any political subdivision for any private purpose, save to institutions conducted for orphans, abandoned children and aged persons in indigent circumstances. Its proponents claim this will enable the city to pay to these property owners a just debt. Its opponents, that this matter is not a proper subject for constitutional amendment, being of purely local concern.

LETITIA FARBER.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

Editor.....Marion Morris, 2655 Polk Street
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager..Irene Herlitz, LOckhaven 1254
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
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Executive Secretary.....Irma M. Burlingame
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DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

THURSDAY EVENING, OCTOBER 20

A club there is with Open House
On Thursday night each week;
Our members and our guests partake
As they recreation seek.

Cards and games were in order, with a cup of tea and delicious orange cake donated by Minnie Dumas.

Maud Lamberson dropped in after her vacation and had as her guest Miss Gallagher.

An old member, Jane Smith, confided in us that for the next three months, when she expects to have more time on her hands, she intends getting the Thursday night habit.

We are indebted to Mrs. Ethel Marshall for her suggestion to Miss Harbison that she come and visit us now that she expects to live in San Francisco, and wishes to make some club connection.

Dr. Fernald's guest, Miss Callahan, who has returned from her Summer at the Wawona Hotel in Yosemite, is again most welcome.

Now that the Choral is rehearsing for November 14, we see very little of its members, so we were pleased to have a number of the girls drop in for "what have you" after their evening practice.

"You-all" know Jack, but just wait until you see his brother and cousins. Yes, we are going "Co-Ed," for your pleasure, on November 14. Watch us. "We-all" hope you will like us.

DRAMATIC FLASHES

Bits emanating from Mrs. Hackett's stu where she laboriously endeavors to turn tired b ness women into actresses:

"Someone said, 'Come here — for God's sa come'—and then cut off" . . . "I believe I struck him—that's where it's all hazy" . . . "murdere shot through the heart—the telephone receiver i in his hand . . ."

"He's sent her a fine birthday present—an a let that belonged to a Rajah" . . . "If some peo caught you, it would look queer" . . . "It's gon the Indian bracelet!" . . . "No police, or other cer, shall search me!"

"He desires to marry me to a loathsome ma . . . "Don't lie to me—I'll have no nonsense in house" . . . "How know you, sir, that he's the ri man?" . . . "Do you suppose any other rea would make a gentleman of my position take with a country merchant's daughter?"

SEE THESE ABSORBING DRAMAS IN FU AT THE COMMUNITY PLAY HOUSE, MO DAY EVENING, NOVEMBER 14.

SYLVIA KEMPTON, Chairman.

NEW MEMBERS

The following new members have recently be admitted to our club. We hope that they will fi as much joy and pleasure in being with us as have in welcoming them and in looking forward the new associations and friendships which th will bring to us:

Mrs. Jean Cunningham, 805 Leavenworth Stre PRospect 2043. Office manager, Elmo, Inc., 11 Howard Street. HEmlock 1128.

Mrs. Florence Bender Graham, 2201 Lake Stre SKyline 2090. Secretary, Wm. Klinger Co., Inc., 9 Van Ness Avenue. ORdway 4211.

Miss Esther L. Miller, Dietitian, Laguna Hon Home. MOntrose 1580.

Miss Rose Monahan, 87 Dolores Street. MIssi 0827. Statistician, San Francisco Hospital.

Miss Elizabeth Mowder, 1565 Greenwich Stre ORdway 3812. Prudential Insurance Company, 3 California Street.

Miss Lillian M. Muhs, 3316 Laguna Street. WH 7484. Finance Dept., U. S. Army, Fort Mas GRay. 2960.

Mrs. Margaret H. O'Neil, 400 Stanyan Stre EVergreen 9819. Office manager, Panama Lamp Commercial Co., 815 Howard Street. DOuglas 113

Mrs. Estelle Prager, 1725 Van Ness Avenue. OR way 3858. The Guardian Club, Director of Soc Welfare, 54 Ellis Street. DOuglas 5364.

Miss Anna G. Reidy, 1865 Clay Street. ORdw 6575. Hearst Consolidated Publications, Inc. Hea Building. GArfield 3906.

CORRECTION

The paid advertisement for the Hoover Lunche which appeared in the BUSINESS WOMAN's issue October 22, gave the information that Mrs. Burli game was selling tickets. *This was an error.* T name of *Ida M. Reed* was intended to appear in t advertisement, and not Mrs. Burlingame, as Mi Reed is a member of the Hoover business and pr fessional women's committee. IDA J. LORD.

OPEN LETTER

San Francisco, California, October 18, 1932.

ar Margaret Mary,

d All Who Weren't There:

It is my pleasant task to tell you about our ex-sidents' dinner, and Oh, Boy, it was some dinner! a reminder, let me recall when and where it was d. Time—October 12 (Columbus Day). Place lub House, 363 Sutter Street, and to my way of nking, a most agreeable selection. Being one of early birds gave me opportunity to study my roundings. I loved the large, luxurious quarters he lounge room with its overstuffed furniture ere we comfortably relaxed while visiting and ewing acquaintances.

The dining room, airy and spacious with its cozy les, called us promptly, and we feasted with s as well as with appetites. We admired the en colored dishes with inviting salad awaiting The dinner, efficiently and sumptuously served, s a forerunner of the good things that followed. ds left at the table were to be filled out with our ne and address, and we checked the food we liked best. If all the cards were like those at our le, each item was checked. The cards were col-ted and used for the prize drawings. If I didn't re a free mind and saw that everything was open l above board, my suspicions would have been used when three of our ex-presidents drew win-g numbers, while ninety-seven of us looked gingly on. It may interest you to know that our arlotte became owner of a carton of soap, Ethel xwell, a package of potato chips, while our hon-ry president carried home a can of tuna.

The ringing of a bell called us to attention, and interesting talk was given on the various prod-s which composed our repast, followed by moving tures of their preparation.

After Sylvia Kempton reminded us of our coming matic show, our president rapped the gavel and Backward, turn backward, O time in your flight" ought us Lillian Palmer, telling us how our club ginated. How modestly she stepped aside and ve credit to Mae B. Wilkins for our B. & P. C.! How we laughed when she mentioned eting Gail Laughlin and Gail questioned, "Now t you have a club, what are you going to do about " A staggering question! She hadn't thought out that. And again, when she was told that the b would not succeed, as women lack solidarity. r enlightenment on this remark she consulted rgaret Mary, who helped push the clouds away assuring Miss Palmer, "whatever solidarity is, have it." I wish I had the time and space to ount all she gave us and also to repeat her funny ries, but time gives only a brief moment to con-the high lights of her remarks and also those the speakers who followed.

Lillian Palmer: "No matter how hard the climb-may be, stick to your club at any cost."

Out of a beautiful centerpiece of flowers, a aking likeness of you, Margaret Mary, was ted and shown to us, while Miss Clements spoke you, leaving us with the thought—"The things worry about today, we laugh about tomorrow."

As usual, Clotilde Grunsky had us playing, with members of the Dramatic Club on the stage, ding lettered prints from which we sang a song mingly related to "The House that Jack built," tempo and in rhythm. To allow us an opportunity recover our breath after our vocal efforts, the alvary Parade," and "Chinese Welcome," Miss llie Wren, accompanied by Mrs. Ruth Lester Bell, gave us three delightful vocal selections. Our applause had scarcely ended when Susan B. Hamilton sauntered on the stage—and was she a scream?—we'll say she was—dressed in a costume of indifferent vintage and about the funniest you ever saw. She was accompanied by Leola M. Good, costumed in a cross between a Little Lord Fauntleroy and "What have you" and their skit entitled, "Do You Remember" was drowned at times by peals of laughter, especially when Susan B. jellied with her giggles. Ida Lord told of introducing the various sections to our club, and on mentioning her book section, she introduced Mrs. Stoddard, who gave us a delightful review on Bromley Nicholas' book, *All the World Loves a Garden*. Ida Reed led us to our new club rooms, showing how a magic wand was wafted to give us the luxuries we now enjoy.

Johanna Heim's story of our dream country home was told most interestingly. Again, it was placed away among pleasant memories. May Riley recounted the forming of the choral section, and of its wonderful achievements, and how the club began to reach out into the great world outside. With Ethel Maxwell we enjoyed again the Polydora Fund, and Ada Brace's poem, *Playing Nursemaid to the Fish*, which won the first prize.

All who didn't know that the tramp who sauntered into our party was Lillian Palmer, please raise your hands. Well, thank goodness, I wasn't the only one she fooled. If she could only lose the twinkle in her eyes, I would still think I was gazing at a "Happy Hooligan," who wandered into the wrong place. Besides providing for the laughter which followed her appearance, she donated a pair of copper bookends, and also a radio lamp which she now proceeded to auction. I am sorry I was unable to wait for the finish, but the bidding was on fast and furious when I left, hearing "Nine-ten, nine-twenty, ten dollars." I just phoned Mrs. Burlingame and learned that our president was the lucky winner of the bookends, while Frances Raymond fell heir to the radio lamp.

Thus ended our first ex-presidents' dinner. May our club live and prosper to enjoy many more, is the sincere wish of,

Sincerely yours,

CORNELIA FARRELL,
M. J. B. Coffee's Cashier.

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Not too much attention
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Willingness to mention
Merits of our brothers;
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Smiles where cheer is needed,
And the heart a garden
That is cleanly weeded.

S. E. Kiser.

CLUB NOTES

B. M. Pierce

Annie Little Barry was guest of honor at the Founder's Day Breakfast of the La Mesa Redonda Club, held at the Fairmont Hotel last Friday.

Almyra Duffey spent the last week-end with friends at Rodeo.

Do you think Lillian Palmer could have been superstitious? Anyway, at the dinner held at the Club House about two weeks ago, she gave her beautiful fire opal pin to Louise O'Hara. Louise always admired this pin and Lillian had promised to will it to her.

At the elaborate luncheon tendered to Miss Mary Vail Andress of New York City at the Women's Athletic Club last Thursday, Ida Reed represented the California Federation of B. & P. Women, and Mrs. Helen Knight represented the Western Women's Club. Miss Andress is the only woman officer of the Chase National Bank, the largest institution of its kind in the world.

Mary Crookston, Nan Lawrence, Carolyn Weber and quite a few members of the S. F. Traffic Club attended the dinner at the Clark Wing mansion in Berkeley, given by the "Nomads," last week. Following the dinner, Charles Parsons gave a travel talk about the Seri Indians.

Dr. Susan Hamilton had as her guest at the Tuesday dinner Miss Florence Dal Porto. Susie Peers was also among those who entertained guests.

Blanche Newton and Jean Goodwin are moving back to San Francisco on November 1, and will make their home with Mrs. Crookston, 2576 Washington Street.

A card from Minna Brown said she met Edith Wiltse's daughter in New York and had some fine trips about New York City with her. They went to the top of the famous Al. Smith's Empire State Building to view the city.

Hazeldean Mitchell is back home again after traveling through many snow-covered states—Minnesota and Utah—and how she enjoyed those snow storms!

Changes for the Roster

Lynn O'Brien has moved back to San Francisco, 956 Post Street. Office changed too—new room, No. 1059 Russ Building.

You know what glorious dishes are achieved from "left-overs" . . . Well, "make-overs" are just as satisfying when the Remodel Shop takes care of them! Suits . . . coats . . . wraps and frocks of last year's vintage are emerging disguised and rejuvenated so beautifully they look pre-zactly like '32 models! It's the skill and style knowledge behind the work that does it . . . Just take your togs to

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Vol. 9 NOVEMBER 5, 1932 No. 45

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Weekly Program

November 8—Dramatic Section, 7:30 P. M.

November 10—Choral Section, 7:30 P. M.

November 10—Thursday Open House, 8 P. M.

Hostesses

Frances Eagan — Ida Grebinar

Virginia Merrill — Marie Jensen

Hazel Jacoby

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

INDIAN LOVE CHARM

The operetta to be given by our choral section as part of our dramatic and choral show on November 14 tells the story of Do-no-ya, son of a mighty Indian chief of old, who learns from his tribal fathers that he can never woo or win any maiden because the Love Charm of his tribe has been taken away. Knowing that the tribe believes the charm to have been stolen by a vengeful white chief, Do-no-ya decides to journey eastward to bring back the charm. The resolve is no sooner made than a vision of a most beauteous maiden comes to Do-no-ya as he sleeps in his tent. She comes on a path of starbeams, singing her tribal love song, the perfume of blended flower petals lingering about her.

Do-no-ya awakens, resolved to find his dream maid. The old chiefs bid him stay, but they cannot hold him. In the summer Do-no-ya leaves his tribe, telling his chieftain father that he will not return without the maiden of his dreams. For many months, he wanders alone — through snows and hardships of bitter cold, he fights his hunger and misery. At last, in sorrow, he turns homeward.

From out the deep forest, borne on the frosty air, comes a maiden's love song. In the snowy copse stands a maiden—only to vanish at his approach. Do-no-ya pitches his tent under the snowy pines and, forgetting hunger and wretchedness, tunes his flute begging the maiden to return. Comes a whisper through the forest, reminding him that he has no *love charm*. He refuses to yield! Spring, sent by Manitou, takes compassion on the brave young warrior and gives to him the most potent spell of all—the Love Charm of Spring.

With so wondrous a charm, the maiden's heart is won. She journeys westward with Do-no-ya to where the old chiefs of the tribe sit in council. They are overjoyed to see Do-no-ya and sit in amazement as he leads his beauteous bride into their midst. Do-no-ya tells them that Manitou has sent the Spring, giving him once more the use of a Love Charm. With songs of great rejoicing, Do-no-ya and the beauteous maiden are welcomed to the tribe. The forest echoes their joy as they exult over the return of a Love Charm.

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Jessie D. McKinney Gertrude D. Tubbs

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Except Saturdays

BOOK AND CIVIC SECTIONS

The joint meeting of the book section with the civic section was a complete success. More than fifty members enjoyed an enthusiastic first-hand report of just what is being done for the relief of the unemployed in San Francisco, together with an explanation of how it is so efficiently managed.

We want to thank our members, Clotilda Gabriele, Lillian Hall, and Margaret Dailey, together with their able assistants, Miss Pierce and Mrs. Donaldson, for this instructive and inspirational meeting. We were glad to have our new member, Mrs. Praeger, on the program with an account of the work of the Guardian Club. This club has the especial interest of our members. A voluntary contribution of ten dollars was given to Mrs. Praeger to carry on her excellent work.

Thank you again for the large attendance.

NORA BLICHFELDT, Chairman Civic Section.
CLARA BROWN, Chairman Book Section.

CONTRACT BRIDGE

The popularity of contract bridge is increasing more and more every day. Repeated inquiries make it necessary to advise the members early of the next series, which is planned to begin Friday evening, November 18. The beginners' class starts at 6 P. M. and the advanced class at 7:30 P. M. The price is two dollars for the series of six lessons of one hour and a half each.

If any of the members want to take up contract but do not know how to begin, our efficient instructor, Jeannette McCurdy, will help them. Please advise either Mrs. Burlingame or the chairman.

BERTHA P. STALDER.

AMENDMENTS
(Continued)

Proposition No. 13.—AMENDING STATE ATHLE COMMISSION INITIATIVE ACT.—(Assembly Const tional Amendment.) Give the legislature the po to amend the present law governing boxing wrestling matches. No opposition.

Proposition No. 14.—EXEMPTING VESSELS FR TAXATION.—(Assembly Constitution Amendmei Extends the time within which vessels registered ports of State shall be exempted from other t state taxation from January 1, 1935 to January 1955.

This exemption is necessary in order to have sels register in California ports, otherwise they register in ports of other states.

Proposition No. 15.—DEPOSIT OF PUBLIC MONE —(Assembly Constitution Amendment.) Sub tues the words "public or municipal corporatio for "political subdivision," thereby clarifying question of the inclusion of certain forms of pub agencies or districts not properly described as pol cal subdivisions.

Proposition No. 16. — TAX LIENS. — (Assem Constitution Amendment.) Empowers the legis ture to provide that the lien of every tax sh cease after 30 years. The reason underlying t enactment was to give protection to property own against attacks on titles because of alleged n payment of taxes. In the past not infrequent stances have occurred where taxpayers have b required to pay taxes for years long past because deficient or erroneous public records, or loss of ceipts. No opposition.

Proposition No. 17.—CITY CHARTERS.—(Asse bly Constitution Amendment.) Revises the cons tution relative municipal freeholders charters. tends the time to prepare charter to one year; p vides that copies be mailed to each elector and t it be properly published once in each edition of day. The amendment is advisable for the reason th the limitation of 120 to 180 days to prepare chart is too short and the extension to one year is des able, and copies should obviously be furnished vot in order that they may vote intelligently.

Proposition No. 18. — AUTHORIZING BOARD SUPERVISORS TO DRAFT COUNTY CHARTER.—(Asse bly Constitution Amendment.) New section to C stitution; provides that the Board of Supervis of any County may draft a proposed charter for t County "as if said board were a board of fre holders." Its proponents claim it will encourage t adoption of county home rule charters. Opponen contend it vests a group in office (who might be act ated by personal desire for gain or power, or w may hold office by reason of popularity rather th by reason of any knowledge for charter drafting with power of reorganizing the local government which they themselves are a part, rather than retai ing this function in the hands of a specially selecte detached and disinterested group.

Proposition Nos. 19 and 20.—CITY CHARTER PR VISIONS.—(Senate Constitution Amendment.) The propositions have to do with the manner wherei the voters of chartered cities and counties expre their preferences at the polls. They are in co formity with the policy of home rule; they give t people the right to select the method of nominatin and electing their own county officers. No oppos tion.

LETITIA FARBER.

DRAMATIC AND CHORAL SHOW

When you receive this issue of "The Business Woman," the Dramatic and Choral Show will be only ten days off, and this is a reminder, if you have not already secured a ticket, that you do so at once. If you possibly can, bring a friend with you. Let's fill the Community Playhouse. The proceeds from the show, as you know, will go into the treasury of our club and thus, indirectly, benefit all of us. Those who are taking part in the show are giving a great deal of time and effort to make the evening a success. Won't you do your part by attending?

Tickets are 50c, 75c and $1, plus tax, and may be secured from members of both sections, or from Mrs. Burlingame.

SYLVIA KEMPTON, Chairman Dramatic Section.

A LETTER FROM KANSAS

Great Bend, Kansas, September 21, 1932.

ır Club Members:

Vhat do the enclosed verses bring to you? As I d them, there came to my mind a picture of our n club, with its fellowships and friendships, its pitality, its section meetings and programs with ensuing discussions, and even the "garden rers" so thoughtfully furnished by suburban mbers. And, it must be confessed, with the picture re came a sharp attack of *heimweh* for the surndings I no longer share.

Best wishes to you all, and to the club.

WINIFRED KERR.

MEETING PLACE

This is a happy hearth, where meet
The old things and the new;
Darkened brick and a chimney-seat,
Ivy shoots, and here at our feet
A rug of faded blue.

On deep old shelves, a long array
Of books new-jacketed,
Bright from the presses, filled with today—
For men have still great words to say
Though great ones have been said.

On a silver plate with a dim old scroll
There is fruit new-plucked. The hours
Blend with the centuries into a whole.
Sweet and thick in a copper bowl
Are this morning's garden flowers.

We talk of the old and the new—of the grace
In a 'plane, in a sailing ship;
Of pewter and woodcuts, of time and space.
And you and I, in this old, old place,
Find a new fellowship!

ANITA LAURIE CUSHING.

HALLOWE'EN

Our club rooms beautifully decorated for Hallowe'en by Molly Crookston and her several assistants.

The Whys and the Wherefores predicted by Ada Brace and Anna Hunt.

Analysis of the horoscope of one of our members and palm reading by Mrs. Clyde McDowell Meyers, friend of our member, Dr. Crockett.

Cookies from our too seldom seen member, Frances Ipsen, and the conventional refreshments of doughnuts and cider.

Our inability to circumvent the restricted areas between chair backs prevents our mentioning as we would like our guests, new members, and some of our older members who have been obliged to interrupt their Thursday night habit.

To all of the above we extend a most hearty invitation to come again and we are very appreciative of the help which will imprint in our memory the happy, rollicking time which we had together.

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CLUB NOTES

B. M. Pierce

It was gratifying to see the ball room of the St. Francis filled to capacity, to greet Mrs. Florence P. Kahn at the luncheon for business women last Monday.

There was also a large representation of the B. and P. W. at the Hallowe'en Bridge given by the Women's City Club on Tuesday evening. Ida Lord was chairman of this party, with Belle Banz a very able assistant.

Nora Blichfeldt came up from Palo Alto last week to attend the joint civic and book section meeting, which, by the way, had a very large attendance.

We were favored this week with a visit from Frances Ipsen. She is down from Sacramento for a few days renewing acquaintances in San Francisco.

Sorry we put Nettie Smith in the undertaking parlor last week; she is a long way from being a "dead one" and the correct address is 2255 Market Street, Apartment 7.

Charlotte McClelland, Lilian Elias, Terese Forman, Ada Brace, Ida Reed, Julia Rossow, Callie Bachich, and Gertrude Tubbs will attend the quarterly business meeting of the Northern District to be held at Lodi on November 5 and 6. The dinner followed by cards, and the business meeting on Sunday, will be held at the Women's Club House.

Mrs. Belle Simmons, who has been visiting in the East for several months, is now on the way back to San Francisco, coming by way of the Panama Canal.

Did you notice that lovely bowl of oak leaves? They were all shellacked by Nancy Harl Jordan, and make a very appropriate decoration for our club rooms, in their dainty autumn tints.

My! My! *Le dernier cri*—how we all glimpsed those new brown velvet gloves Minna Brown brought back from New York! She says the latest opera style is white velvet long gloves. She is back in the office this week after enjoying a most wonderful vacation.

What a big crowd we had on Thursday to enjoy the Hallowe'en party—many girls who haven't been with us before in just AGES—Netta Libbing with Elizabeth Mowder, Margaret Girdner, Frances Ipsen, Jane Smith, who, by the way, helped a lot with those fascinating decorations, Adah Ruth Taylor and her handsome husband, and, oh, so many others!

We are glad to hear that Henri Napier Carmer is recovering nicely from her operation. We hope she will soon be back with us.

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. . . yet
not to be
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 9 NOVEMBER 12, 1932 No. 46

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Weekly Program

November 14—Dramatic-Choral Night, 8:15 P. M., Community Playhouse.

November 17—Choral Section, 6:45 P. M.

November 17—Thursday Open House, 8 P. M.

Hostesses

Elsie Monte	Eleanor Middlehoff
Grayce Dempsey	Daisy Denis

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45. At Club Rooms.

THE CURTAIN RISES

AT EIGHT-FIFTEEN SHARP, MONDAY EVENING,

NOVEMBER FOURTEENTH

COMMUNITY PLAYHOUSE

For ten weeks the members of the dramatic and choral sections have rehearsed two or more times a week. On Monday evening, you will be given the opportunity of seeing and hearing the results of their work. We hope you will like our show.

The three one-act plays to be given by the dramatic section are *Happy Returns, Cul-de-sac,* and *My Lady's Lace.* The cast of the three plays comprises seventeen members of the section, among whom we are particularly honored to number the president of our club, Charlotte F. McClelland. Space does not permit of mentioning the characters and those by whom the parts are to be taken, but that information you will find in complete detail on your program.

In addition to the above plays and the operetta *Indian Love Charm* to be presented by the choral section, special musical numbers are being arranged for the intermissions. We believe you will find the entire program most enjoyable.

"We'll see you Monday evening."

SYLVIA KEMPTON, Chairman Dramatic Section.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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News Editor.....Ednah M. Butler
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
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DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

PROGRAM DINNER

Because of the dramatic and choral show on November 14, the date for our regular program dinner has been changed from Tuesday, November 15, to Tuesday, November 29.

TRAFFIC COP

One of our members, who holds a position as freight traffic manager for a San Francisco business house, likes to tell the following story on herself:

One day when I was to attend a luncheon for business women at the St. Francis I was delayed in my office so that when I arrived all seats were taken and a kind waiter escorted me to the speaker's table, where there chanced to be a vacant place. I immediately became a celebrity and after the luncheon was greeted by many who otherwise would not have noticed me. I was somewhat enjoying the situation when a stranger accosted me with, "Your face is so familiar; may I ask your name?" I smilingly told her and she said, "And what is your business?" I replied, "I am a traffic manager," whereupon her face immediately registered the keenest surprise as she said, "I did not know they had women cops in San Francisco. On what corner do you stand?"

CLUB NOTES

B. M. Pierce

Isabelle Wilkie has just published a sequence six sonnets on the High Sierra. The books are be tifully printed with appropriate wood cut on cover and the verse is lovely. One of the club mbers, who had the privilege of reading the pr was very enthusiastic about them. As the price be reasonable, they should make ideal Christ gifts.

Susan McGill entertained eight members from Alameda and eight from the San Francisco B. P. W. Club at her home in Mill Valley last Sund There was a luncheon followed by Bridge, wh afforded a delightful opportunity for the memb of the San Francisco club to get acquainted w those from Alameda.

Wasn't it nice that Margaret Mary was able attend Margaret Dailey's party last week! T was our Margaret's first party in a long, long ti We are certainly happy to have her with us aga

All friends of Ethel Hamilton will wish to ext their felicitations to her now that she has beco Mrs. Robert Scott Allen. She was back in Califor for a short visit this summer before going East be married. Sorry she didn't have time to pay club a visit. She says at present she is not taki any form of business activities, but confining h self to home and literary efforts. But "it's hard keep an old fire horse away from smoke, and hope to continue being eligible to my old club Change roster to read: Ethel Hamilton Allen, A 11-F, No. 81 Irving Place, New York City. Forme Ethel M. Hamilton, Mountain View, Calif.

Clyde Weems, a friend of Bertha Dale's, guest in the club rooms last week. She is past pr dent of the Fresno club and is also connected w the P. G. & E. Company. Also Miss Lucile Cro came in to meet a few old friends, after having b in Cleveland, Ohio, for about two years.

Lillian Palmer presided at the dinner for bu ness and professional women, to meet Kathl Norris and Chester Rowell, on Monday, Novem 7, at the Western Women's Club. Also on the c mittee were Dr. Adelaide Brown, Ida Lord, Vio Neuenberg and Suzanne V. Bolles.

FOR THE ROSTER

Ida Reed, home phone changed to SU tter 3147.

Minna C. Brown, 1142 Hyde Street, phone PR pect 3059; office, No. 1 Montgomery Street, SU t 7841.

Edythe Wiltse, 1142 Hyde Street, PR ospect 30

WELCOME TO NEW MEMBERS

Mrs. Marjory Boynton, 139 25th Avenue, BA view 0979. Secretary to Director, Department Social Welfare, 331 State Building, UN der 8700.

Josephine Clark, 339 Chattanooga Street, A water 6363. Teacher, Mission High School.

Ruth Mowat, 940 Anza Street, SK yline 52 Research Department, Bank of America, 1 Pow Street, DO uglas 6112.

Miss Clara A. Saunders, Plaza Hotel, SU t 7200. Public Health Nurse, Department of Pub Health, 1085 Mission Street.

Dr. Adah Ruth Taylor, 940 Bay Street, OR dw 0565. Chiropodist, Western Women's Building, 6 Sutter Street, PR ospect 8989.

OPERETTA

The choral, under the leadership of Florence Drake LeRoy, Director, assisted by George Hoffman, William Staub, William Mannis, Robert Ette, Jack Long, Belle McDonald and a band of real, real-ly Indians, will give one of Charles Wakefield Cadman's operettas, an Amerindian story titled *Indian Love Charm*, assisting the dramatic section at our yearly entertainment on November 14.

THURSDAY EVENING, NOVEMBER 3, 1932

And again the mystery of the future with Ada ıee, captain at the helm of cards, and judging m the laughter wafting through the atmosphere ılts must have been satisfactory.

Such delicious cakes and cookies from Miss rnes at the Mary Eleanor Tea Room, and cookies m one of our club mothers, Mrs. Baily, to both whom we are most appreciative.

Candy and calories, and what candy made by our irman of the evening, Elma Baily, and oh what ories! But we are glad we had both, for the dity fudge dipped in chocolate was delicious.

Miss Cecile Lipman, a prospective member, her ter, Miss Evelyn, and Mrs. Mowder, sister of zabeth, with our dependable Lilian Elias as tess, made up a table of Bridge.

We noticed Dr. Fernald and her guests, Miss ffman and Mrs. Tilton, and her son, Dr. Fernald, inting up the one-sided score at another table.

Esther Miller and her guest, Miss Preston, a rse at the Laguna Honda Home, were drawn o Nettie Smith's "Bean Circle", as was also ss Bergstrand, guest of Irene Herlitz.

Miss Knopf, guest of our new member, Miss idy, was a spectator at another one of our Bridge ıtests.

To our guests and our members, welcome always aits you.

NOTICE TO MEMBERS

Article IX, section 1, of the By-laws reads as lows:

"Nominating Committee. There shall be a Nomiting Committee consisting of three members of e Club. The Chairman of the Nominating Comttee shall be appointed by the President, one ember of the committee appointed by the Board Directors and the third member elected by the ub at the first business meeting in December of ch year. Nominations for the third member shall made from the floor, and where there is but one ndidate, the election of this member of the Nomiting Committee to be *viva voce.*"

The president has appointed Mary Baker chairın of the Nominating Committee.

FLORENCE ATTRIDGE, Recording Secretary.

LET'S ALL HAVE A GAME OF BRIDGE!

Do you have a sinking feeling when you are asked to make a fourth? Do you know how to count up honor tricks, and what a negative no trump means? How do you score a small slam doubled and vulnerable? And when you go down four, what is the sad total?

We are fortunate in being able to get all this necessary information through the instruction of Jeannette McCurdy, who is so capable in advising you about these or any other Bridge perplexities. The class, which was organized October 5, will be ready for advanced instruction on Wednesday evening, November 16. The class for beginners is scheduled for Friday, November 18, at 6 p. m. There are only a few vacancies left to complete this group. On account of the increased interest and keen desire to join these classes, members are urged to advise immediately either Mrs. Burlingame or the chairman.

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A LITTLE LOKOYA STORY

From Carita Rogers comes a tale of our regional meeting at Lokoya which hints of the many little happinesses that we sometimes bring, unknowingly, to others. Have you some little story that would be of interest to our members? Please send it in to the editor.

A week-end guest, a lady from Berkeley, while hiking up the Mt. Veeder way on Sunday morning, grew tired and lay down in a nice soft field to sleep. Along came a kindly woman with a basket of fruit, which she offered to her and invited her to rest in her house nearby. The two talked together as one housewife does to another, and then came a word of thanksgiving for the Business Women's meeting and the joy it had brought to the country home.

It seemed that a young daughter of high school age had been invited to a Hallowe'en party which she would be forced to refuse because of lack of costume or of means to procure one. Then, presto, along came the business women, the opportunity of waiting on table, and so the wherewithal for the much needed costume.

The mother, too, had the opportunity to help with the beds—and that's another story. After they had all been put outside, rain threatened so they must be all moved in again. Then the fine weather appeared, and out they came once more! When her husband objected to her doing this hard work, she said: "Why, I'd have done it for nothing. Just the opportunity to come in contact with those lovely women was worth a great deal to me."

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SPECIAL COLLECTIONS

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Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 NOVEMBER 19, 1932 No. 47

Weekly Program

November 22—Dramatic Section.

Theatre Party

GEARY THEATRE

8:30 P. M.

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

IN OUR NEXT CABINET

Will the new cabinet have in it a woman, or perhaps, women? If so, it will be the first time in the story of our country that a woman has been a member of the cabinet. Several have been named as possibilities, but President-elect Roosevelt has declared, in a formal statement, that no decision could be reached on his cabinet appointments for at least two months and that he will neither confirm nor deny reports as to appointments.

That the President-elect believes women capable of holding high office is indicated by the fact that two women in New York head important state departments. One of them, Frances Perkins, who in 1929 was appointed by Roosevelt as commissioner of labor of the State of New York, may be on his new cabinet.

Frances Perkins was graduated from Mount Holyoke College some twenty-two years ago and later carried on post-graduate study at Columbia University. She pacified, as best she could, a shocked, conventional New England household, asked no further allowance from her well-to-do family, and went to work on a mere stipend for the New York Consumers' League. She spent two years inspecting dollar bakeries, laundries, needle trades, and other industries, gaining a first-hand knowledge of working conditions that later stood her in good stead.

In the Triangle Shirtwaist fire in 1911, one hundred and forty-six girls were burned, smothered, or crushed to death through lack of fire prevention. New York City was inexpressibly revolted. Public opinion expressed itself in a committee on safety, of which Miss Perkins was made secretary. The efforts of this committee secured a legislative act creating the New York State Factory Investigating Commission, whose state-wide survey Miss Perkins helped make and direct. The result was the preferment of charges against the state department of labor, thirty-two bills for protection of industrial workers, and a new epoch in the labor law in New York state.

During the ten years she served in the labor department, her adamant determination to secure the greatest possible well-being for industrial employees never permitted a manufacturer to make encroachments on a law once it was established, nor to defeat her plans for the extension of health and safety regulations. The influence of her work is not limited to New York state. So quietly did she influence the law that only the student of industrial legislation can quite appreciate the national significance of her work. Many of the leading industrial states are copying the requirements of the New York state law that she is constantly extending to meet industrial hazards, among them California. That makes her seem just a little more one of us, doesn't it?

When she was appointed commissioner of labor, a luncheon was given in her honor which was attended by nearly a thousand people. In her address at that luncheon Miss Perkins said that "no one succeeds in a career without the help of many people, and I have my satisfaction of achievement through the co-operation and good-will of those who have made it possible." She gives credit for her success to the people in her department, to the intelligent support and great good-will which they have given her. She says that she has had the greatest blessing anyone can have, man or woman—a happy personal life; the friendship of a husband who put a brilliant mind to work on some of her knottiest problems and let her have the praise; a good daughter; and great good fortune in the women who have helped her bring up her child and take care of her home.

IRENE BRYAN.

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Except Saturdays

PRESIDENT PENDLETON

Dr. Ellen Pendleton, who has been president of Wellesley College for twenty-one years, is expected in San Francisco on November 20. Dr. Pendleton has been active on a number of international committees and is an enthusiastic worker for world peace. She is known as a leading figure in the educational world and one who has done much to influence thinking women throughout the country. San Francisco women are looking forward to the opportunity of meeting her during her stay in our city.

PEP TALK

I think that women should endeavor
To dress in very gay and clever
Trappings when the weather's rainy.
I hate the dog-eared miscellany
Of last year's woeful shabbinesses
Reserved for rain. Our *this* year's dresses
Are needed to provide a cheery
Outlook when the sky is dreary.

MARGARET FISHBACK in *Harper's Bazaar.*

NOTICE

Mr. A. J. Cloud, chief deputy superintendent of San Francisco schools, who was to have spoken to the book section on November 14, has graciously consented to speak to the civic section instead on November 28. The book section will again join the civic section on this date.

Mr. Cloud is to speak on the life of George Washington. No one in the city knows more about the life of Washington. In fact, he is the joint author with Mr. Vierling Kersey, commissioner of education for California, of a book that bears the title of *Episodes in the Life of Washington.*

THURSDAY EVENING, NOVEMBER

As this is Thanksgiving, our club rooms wil closed.

THURSDAY, NOVEMBER 10

The privilege of meeting our guests is ever ap ciated and we were much blessed tonight.

Miss Leach of Utica, New York, guest of M Lamberson.

Miss Cox, guest of Jessie McKinney.

Mrs. George Lake, mother of Jennie Lake ford.

Mrs. Taylor, guest of Allene Schuerbrock.

Elizabeth Dutot, who too seldom gets in to se

Miss Mowat, a new member, and Miss Lipma prospective member, helped us to enjoy our ever the more.

And those luscious cakes so generously don by Frances Eagan with our own special tea — could ask for more?

THE RED LEAVES DANCE

The pipes of Pan are silent, now,
The year is creeping to its close—
Yet, red leaves dance upon the bough
And, in each corner, woodbine glows.

The chill wind sings a sombre song,
The garden tells a wistful story;
But shadows, amethyst and long,
Lend to each hill a touch of glory.

I walk along remembered ways,
My loneliness is like a shroud;
And yet, beyond the Autumn haze,
I glimpse a flaming sunset cloud!

MARGARET E. SANGSTE

LODI

Charlotte McClelland, Z. Clements, Lilian E Ida Reed, Gertrude Tubbs, Minna Alfonso, J Rossow, and Carolyn Weber of the Traffic Club tored to Lodi on November 5 to attend the quart meeting of the Northern District.

We were entertained at dinner by Miss F Fiske with delightful piano selections, and Lodi Club presented *The Mystery from Dum* Mabel Gregson was called upon for a few words after that we had some round table talks and cussions, after which we adjourned to the lou and played Bridge.

Sunday morning we attended the meetings of board and then we had lunch and were entertai by Miss Eilene Daniels at the piano and Miss B nice Harshner on the violin. Then we sang so led by our ever gracious Gurty Tubbs, and af having a few words from those at the speake table, we adjourned to the Auditorium for the of the program.

The "Songsters" from the Stockton Club r dered several delightful numbers and then M Powers gave us a review of the new musical come *Of Thee I Sing.*

We dispersed with some regrets, as this will be last meeting when we will all be together. After amalgamation we will be divided into groups, nor ern group and Bay group, but we hope not to l the contacts that we have made with the other clu

JULIA ROSSOW.

PETITES ACTIVITES

Now that the BIG SHOW of the year is accomplished—let's galavant.

The Theatre: Tuesday, the *22nd!* Mrs. Moonlight—she welcomes us to the Geary Theatre. Fanciful show, wherein she seeks to retain youth beyond the regulation stage, whilst her family and friends travel on. Price, 55c. Come with us, give me your reservation right now.

A walk: Sunday, the *27th!* The old park is calling us! Meet at 10 at the original rendezvous—Tenth Avenue and Fulton—end of Geary line. Jaunt along to the Beach and then Food! Reservation not necessary — everyone welcome. Not a hard walk—just bracing and good for you. Even should it rain — WE'LL WALK.

GERTRUDE D. TUBBS.

THANKSGIVING

In America, a national holiday, originating in ew England, known from its earliest beginning a distinctive New England festival and a characristic Puritan holiday, Thanksgiving is identified th the gathering of the harvest and recognized as lay of thanksgiving and prayer.

In 1864 President Lincoln appointed a day for anksgiving for America as a national holiday. nce then, our presidents, each year, issue a anksgiving proclamation to the governors of the ates for this holiday. As we come to its observance w, and turn down the Homeward Trail for the ppy, colorful festivity of the family reunion, itting closer the bonds that endure, we come to e realization of how much and how many things have to be thankful for.

We have our health, peace, courage, added experiees and better understanding of values and contions and our calm acceptance of them, our fuller preciation of our obligations to our fellow beings d our duty to the less fortunate.

Thanksgiving in acknowledgment of the blessings the year in general, and our own particular ones.

Thanksgiving for the beauty of our country, with majestic ocean, mountains, hills, and trees, their auty intensified at this season of the year by the h golden brown of the autumn leaves and the ar, crisp atmosphere of late November.

Thanksgiving

"For Faith that when our need is sore
Gleams from a partly-open door
Shows the firelight on the floor,
Suggesting kinship and peace forevermore."

MAE CUMMINGS.

PROGRAM DINNER

Because of the dramatic and choral show on November 14, the date for our regular program dinner has been changed from Tuesday, November 15, to Tuesday, November 29.

NOTICE TO MEMBERS

Article IX, section 1, of the By-laws reads as follows:

"Nominating Committee. There shall be a Nominating Committee consisting of three members of the Club. The Chairman of the Nominating Committee shall be appointed by the President, one member of the committee appointed by the Board of Directors and the third member elected by the Club at the first business meeting in December of each year. Nominations for the third member shall be made from the floor, and where there is but one candidate, the election of this member of the Nominating Committee to be *viva voce.*"

The president has appointed Mary Baker chairman of the Nominating Committee.

FLORENCE ATTRIDGE, Recording Secretary.

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CLUB NOTES

B. M. Pierce

Friends of Mary Bear gave her a fine birthday dinner last Monday at the St. Francis Hotel and later attended the opening night of Billie Burke at the Alcazar.

Estelle Prager was chairman of the benefit for hungry unemployed single women of San Francisco, given under the auspices of the Guardian Club at Iceland Rink on Monday evening. Many club members attended, including Charlotte McClelland, Ethel Maxwell, Lillian Hall, Dr. Margaret Chung, Irene Herlitz, Tjllie Schimpf, Violet Neuenberg with her husband, Mary Solari, Mary Mooney, Miss McGuire, Ida Grebinar, Louise O'Hara, and Bertha Dale.

Many club members also attended the dinner at the Western Women's Club on the same evening to meet Kathleen Norris and Chester Rowell. We noticed Ida Lord, Lillian Palmer, Mr. and Mrs. Neuenberg, Suzanne Bolles, Eleanor Robson, Minna Brown, Edyth Wiltse, Tillie Schimpf, and Charlotte McClelland.

Lenore Dolcini was a visitor in the club this week —the first time in about a year. As she is employed in Emeryville, she doesn't get over very often, but said she wanted to attend the next Contract Bridge class, so we have hopes of seeing her more often.

The Women's Democratic Club held a "Victory" luncheon at the Hotel Bellevue on Monday, the 14th, which was attended by Florence Drake LeRoy, who was one of the committee.

The Club Memory Quilt is now finished and Susan McGill will have the raffle at her home in Mill Valley on November 20. She thinks one of the yellow name discs has been misplaced and has a list of signers on the blackboard at the club rooms, so kindly check up and see if your name is on the list. If not, let her know. On Sunday, the 13th, she entertained members from junior clubs around the Bay section at luncheon and games afterwards.

Our president, Charlotte McClelland, had a busy day last Monday, what with representing the club at the San Francisco school boys' patrol at the Civic Center, where about twenty-five hundred school boys were on parade; then attending the dinner at the Western Women's Club and the Iceland Rink benefit.

Jessie McKinney is busy distributing her slips saying "*Wasn't* the depression terrible?"

Eleanor Robson has moved back to her Lansdale home for a while. She says Marin County is gorgeous in autumn tints this year.

Belle Simmons is home again after a most enjoyable trip back coming through the Panama Canal. She was away about four months.

Elizabeth Mowder's office address was given incorrectly last week. This should have read Office Manager, Room 310 Russ Building, Phone GA rfield 2316.

Bertha Pierce has moved from the Court Hotel to the Colonial Hotel, 650 Bush Street.

You know what glorious dishes are achieved from "left-overs" . . . Well, "make-overs" are just as satisfying when the Remodel Shop takes care of them! Suits . . . coats . . . wraps and frocks of last year's vintage are emerging disguised and rejuvenated so beautifully they look pre-zactly like '32 models! It's the skill and style knowledge behind the work that does it . . . Just take your togs to

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The Business Woman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 NOVEMBER 26, 1932 No. 48

Weekly Program

Coming Events

November 28—Book and Civic Sections, 7:30 P. M.
Speaker: Mr. A. J. Cloud.

November 29—Dinner, 6:15 P. M.
Western Women's Club.
Speaker: Joan Crane.

December 1—Choral Section, 6:45 P. M.

December 1—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig — Hazeldean Mitchell
Emma Gries — Rae Morrow
Nora Blichfeldt

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

BEFORE THE FOOTLIGHTS

How long it seemed coming!
And see it is here!
Our dramatic event,
Of the now passing year.

The curtain arises,
Our eyes are aglow;
Happy Returns, one-act comedy,
Seems an autumn style show.

Our members looked lovely,
Each part well sustained—
With the opening number,
We were well entertained.

"Sonatina G Major,"
Then "Indian Dance,"
Mary Shores' fairy fingers,
Our ears next entrance.

Cul-de-sac, one-act drama,
This lesson, we hope,
We learned from our Thespians:
"Don't ever use dope."

A young Harry Lauder
Treads gaily the boards,
With Scotch songs and sayings
Much pleasure affords.

A bit from old Holland,
We're rubbing our eyes,
When the curtain has risen,
My! What a surprise!

A picture delightful
With color and dress,
My Lady's Lace comedy
Spells more than success.

Miss Kempton presents
Mesdames Hackett and LeRoy,
While *The Indian Love Charm*
We await to enjoy.

Here Dorothy Heinrich
With Mendelssohn and Chopin
Reveals to the audience
A rare musician.

"Do-no-ya" and maidens
With braves, beautify
Their story of fervor,
And charm ear and eye.

The last curtain falling,
We awake from the spell;
With good night we're saying
To all, "You've done well!"

A MEMBER.

Our next dinner meeting program will be given by "Joan Crane" with a diversified program of readings and impersonations. One number will be *The Taming of the Shrew* and music by Miss Janetta Patton on a piano accordion. Both promise to be very good, so I hope we will have a nice evening.

JULIA ROSSOW, Chairman, Program Committee.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*
Subscription rate.....$1.00 per year
Single copies..... .05

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Club Reporter.....Bertha M. Pierce
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WALKING

Sunday—the 27th—meeting at 10 A. M., Tenth Avenue at Fulton—end of Geary Line—through the Park to the Beach—COME ALONG!

The Curran is offering something fine for the week commencing December 5—keep the date open! More next week.

GERTRUDE D. TUBBS.

A REMINDER

Don't forget that the book section and the civic section have a joint meeting on the 28th of November. Mr. A. J. Cloud, chief deputy superintendent of schools, will talk on the subject of George Washington, about whom he has written a book. This should be of especial interest because of the bi-centennial year.

With the approach of Yuletide, the San Mateo Business and Professional Women's Club is making preparations for its birthday party, which will take the form of an informal CHRISTMAS FROLIC, to be held on December 6, at the Oak Tree Inn, San Mateo, at 7 P. M. We extend a cordial invitation to all members of the San Francisco Business and Profesional Women's Club to come to this party. The price of the dinner will be $1.00 per plate. Place your reservations with Mrs. Burlingame.

THE KIDDIE BREAKFAST

Through the thoughtfulness and kindness of Mrs. F. E. Smith of Yuba City, we are to have the opportunity of seeing the films of the Kiddie Breakfast, taken in Yosemite Valley during the convention. Ida Reed has arranged for Mr. Young of her office to run off the picture for us at our business meeting of December 6.

DRAMATIC AND CHORAL SHOW

Monday evening's performance at the Commu Playhouse again proved that "practice ma perfect."

The three plays given by the dramatic sec were directed and produced by our member, Smith Hackett, and we all know that Mrs. Hac does not stop half-way with anything she un takes to do. She has a way of bringing out the that is in her pupils.

Happy Returns, a comedy, was the first play. would have suspected that our president, Charlo is so eager to receive birthday presents and so dainful of practical gifts, such as soap and w baskets for eggshells; and that Betty Walton c carry out so excellently the role of the *grande d* who hobnobs only with the army and navy in In alias Jane Joplin, the notorious dancer? Be car when Betty is about, for she stole that raja bracelet very cleverly. Lilian Elias and Rose Be appeared to have spent all their lives in attend social affairs. Has Florence Attridge joined housemaids' union? Ednah Butler was suc sweet little flapper and Alice Kennedy, Sy Kempton, and Louise O'Hara such stately soci dames! Last, but not least, Terese Forman as M Schmitzner! Such clothes, and such a gift cush and such manners! We have come to expect m from you, Terese, but you never disappoint Have you succeeded in getting the name of t complexion cream?

The second play, a drama, *Cul-de-Sac*, held audience tense from the time the dope fiend ente the room. Thelma McGuire certainly did a lot work to carry out that role. It was perfectly d and our club and the dramatic section, in particu are to be congratulated in having you join Thelma. Wasn't Elsie Maclaren a perfect ph cian's secretary! Of course, we expect Rae Mor to act with a professional air, but not every do gets such a blow on the eve of her marriage as did. A few years ago Rae said she couldn't Well, the audience thought differently on Mon evening.

The third, a costume play, *My Lady's Lace*, like a dainty piece of lace, a fitting play with w to close the dramatic section part of the progr Here we had our old faithful "dramatics" plus new member, Anita Mayer. The stage setting the garden of a small Dutch house in the year 1 with Anita as the old Dutch lace-maker, and Callie with her dark hair transformed into a Du beauty with long blonde braids and such a lov costume. You were quite adorable, Callie, and more you wept, the more adorable you were, Anita was such a motherly old nurse! And t comes the irate father, none other than Belle Donald, quite imposing and terrifying in his an at poor Antje because she wouldn't marry Jonkh Ian van der Bom, whom father had picked out her. And now, Clotilde as the Jonkheer appears high hat, gorgeous raiment, lace collar and vel cloak. A haughty gentleman, a veritable B Brummel, and does he high hat little Antje, mist ing her for the lace-maker's niece and how cleve she finds him out and gets out of marrying h Odious creature—well done, Clotilde!

Those who have been regular attendants at dramatic shows discovered a number of new p ticipants, and the chairman, Sylvia Kempton, i be congratulated for her efforts in making this e ning such a success, both artistically and financia

When we think of the Market Street club rooms
l the efforts of the first choral section, with its
le group of members whose voices could hardly
heard, and compare them with the performance
t was given us on Monday evening, too much
not be said in praise of the untiring work of the
ector, our member, Florence Drake LeRoy. It is
to her efficiency and efforts, the constancy of
rie Curington, the pianist, and the faithful sup-
t of the members of the section, that we now
e a choral group of which we can well be proud.
n a very realistic setting of mountains, woods
l teepees, the beautiful and fantastic story of
Indian love charm which had been stolen from
tribe, thus preventing Do-no-ya from wooing or
ning any maiden, was presented. And to carry
the scheme of the choral, there were plenty of
l men as guests to assist in the production, our
end Jack Long appearing as one of the Indians.
rjorie Wilson was the beauteous maiden who flit-
down the path of starbeams and appeared to
-no-ya in his sleep, awakening in him the resolve
find his dream maid. Solo and trio parts were
g by Josephine Rudasill, Adele Metzner, Mary
kton, Mae Long, Rose Haas, Ethel Sullivan, and
nelia Seeley. There was a beautiful tenor solo
Alois Hofman, and a men's quartette by Jack
ng, William Staub, William Mannis and Bob
e, while the Manzanita Tribe of Redmen assisted
giving one of their tribal dances. Anita Mayer
the Indian mother and Belle McDonald as an old
lian woman gave excellent portrayals of those
racters.

It was a very ambitious production on which much
e and effort had been expended and the choral
tion should be very proud of the result, as we all
proud of them.

Between the plays, Dorothy Heinrich and Mary
ances Shores, young pupils of Joseph George
cobson, entertained the audience with piano solos,
playing excellent training. Little Miss Shores is
y six years old and played astonishingly well for
young a child. Young Master Hugh Houston
hly amused us with Scotch songs *a la* Harry
uder.

J. E. H.

AN INVITATION

May our association have the honor of holding a joint luncheon meeting with the San Francisco Business and Professional Women's Club on Saturday, December 3, at the City Club, at 12:30 o'clock? The speaker to address us will be Mrs. Inez Mexia, who has had unique experiences along the Amazon River.

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TIME 8:15 P. M.
December 15, 1932
PLACE Our Club Rooms

CLUB NOTES

B. M. Pierce

Grace Moore left last week for a three or four weeks' motor trip to Los Angeles and the southland.

After spending a month or so with her relatives in Nevada, Madge Radelfinger has returned to San Francisco for the winter months.

Planning a surprise visit with her family for Thanksgiving, Helen Mahlum left last week for Honolulu. She said she was going to make it even if she had to fly there.

We are now the proud possessors of a book of Isabelle Wilkie's *Sonnets on the High Sierra*, which she kindly left at the club rooms last week.

Clara Brown is leaving this week to spend Thanksgiving with her relatives in Santa Cruz.

Bertha Dale and Lucia Steidel addressed the Everett Junior High School on November 17, on the subject of secretarial training, under the auspices of the vocational guidance department of the San Francisco Board of Education.

Quite a number of members spent Sunday with Susan McGill at her home in Mill Valley, enjoying the balmy fall weather. The club memory quilt was won by Lucy Thompson.

THURSDAY, NOVEMBER 17

What a jolly time we had, even though we were all somewhat weary after the week's interesting activities—and were we not glad we came when we saw that delicious angel food made by Julia Ross herself.

Many thanks, Julia—we appreciated your efforts after a hard day's work.

We were very glad to greet Miss Thompson, guest of Cornelia Seeley, and Miss Newell and Mrs. Taylor, guests of Allene Schuerbrock. We do hope they will come again.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 9 DECEMBER 3, 1932 No. 49

Weekly Program

December 6—Dinner, 6:15 P. M.
Western Women's Club.
Business Meeting.

December 8—Choral Section, 6:45 P. M.

December 8—Thursday Open House, 8 P. M.

Hostesses

Hazel Ramon — Sarah McLaughlin
Isabelle Banz — Lucy Thompson
Clara Brown

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

AUTUMN IN THE PARK

St. Martin's summer brought us delightfully warm days; but today there is a crispness in the air that tells us it truly is the last of November. Low-growing flowers still spill their colors over the grass. Here and there, a tree in proper autumnal dress emphasizes itself against the more prevalent evergreen background. To walk in the Park these days is like going to a great adventure, for you walk briskly, not loitering as in springtime. The neat, brown paths and clipped lawn edges; men raking up the dead leaves and pruning ambitiously spreading shrubs; all have a tone of tidiness and preparation. The air is a tonic that strengthens great resolutions. Here is release from human relations.

An exhibit at the Museum was today's objective. Starting at Tenth Avenue, I took the path that curves by the pond with its reflections of trees. Turning to the right is the first tunnel. I suppose never a day passes but that it echoes with the gay halloo of children. The echoing of children's voices in a tunnel is something, I presume, that will go on for all time. Sometimes these echoes might be termed a battle-cry; but today there were two children whose lilting voices reminded me of bells. Bells in a campanile, when the melting melodies of the carillon echo and re-echo as the chime is flung into the air.

Here is a crossway. Shall it be the road through the second tunnel, or up the steep way? I always prefer the ascent, for at the top is a lovely prospect. Tops of trees shading the concourse are level here with the roadway; one feels like walking across. Beyond are the Aquarium and the Academy; and Francis Scott Key listens to his music as the breeze brings the national anthem to him from the music stand.

The exhibit was interesting; a collection of water colors by Belinda Sarah Tebbs of Old World scenes in the early nineteenth century.

Returning, I followed the paths through the northern section, where it is almost a primeval forest. Green tree-columns rising into eternal skies. There is immortality in the might of these trees as they bend, straighten, and bend before the wind. Meeting opposition with a certain condescension; and when the storm has passed, serene in a noble glory. Eternal skies laden with the precious things of dew and fog and rain; of warmth and sunshine. Reflecting the cloud-lands of some other world. Now grayed with the first colors of a coming storm. At sunset, a canvas of a thousand colors. The stillness of trees in autumn comes into the heart; we call it peace.

Next year, all these paths will be waiting for us. The circle that is almost circled, will be again drawn. That is the joy of our park; it never dies. It flowers and sets the seed for the new year. It is a Promised Land, where we partake of the blessings "of the land, of the fruits of heaven and of the dew, and of the deep that lieth beneath. Of the fruits brought forth by the sun and by the moon. Of the tops of the ancient mountains, of the fruits of the everlasting hills."

MAY F. RILEY.

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Remembering.....Ida M. Reed
Sunshine.....Matilda Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

BUSINESS MEETING

Our business meeting next Tuesday, December 6, is an important one, and all members are urged to be present. The question of amalgamation with the San Francisco League of Business and Professional Women will be discussed at this meeting.

AN APPRECIATION

DEAR MARION MORRIS:

Letitia Farber's comments on the amendments were very timely and instructive and were a worthwhile contribution to THE BUSINESS WOMAN.

While we all hope amendments in such numbers will not have to be considered again for some time, it is a satisfaction to know that through our members and our paper we can get an impartial view on current topics.

Yours very truly,
JESSIE ECKLES.

San Francisco, November 15.

JANE ADDAMS LEADS

The portraits of America's twelve greatest wom of the century are to hang in the Hall of Soc Science at the World's Fair in Chicago next ye Choice among our many noted women is difficu but at present Jane Addams, founder of Hull Hou leads in a popular vote.

Others are: Frances E. Willard, temperance a vocate; Clara Barton, Red Cross founder; Susan Anthony and Carrie Chapman Catt, suffrage le ers; Mary Lyon, founder of Mt. Holyoke Colleg Helen Keller, Julia Ward Howe, Harriet Beech Stowe, Ernestine Schumann-Heink, Amelia Earh Putnam, and Dr. Emily P. Blackwell, pioneer wom physician.

CLUB NOTES

B. M. PIERCE

Dr. Adah Ruth Taylor was one of the committ for the Thanksgiving luncheon and fashion sh which was held at the Western Women's Club l Monday.

Minnie Dumas drove down to Fresno Thursday spend Thanksgiving at her old home town.

Thelma McGuire went to Fresno last week spend Thanksgiving with her family.

Due to some changes in the personnel at the We ern Women's Club, Mrs. E. D. Knight will be ma ager of staff and Zee Clements will be one of l aids supervising publicity.

Marie Jensen has resigned her position with t Western Women's Club and moved to the Ho Worth, 641 Post Street.

Henri Napier Carmer has now fully recover from her recent illness and attended our theat party.

Our best wishes to Sarah McLaughlin for succ in her literary efforts. We hear she is busy writi these days,—short short stories.

Eleanor Middlehoff has just been presented wi a resolution from the California State Board Health, upon completion of twenty-five years service.

Irma Burlingame and her family spent Thanksgiving day at their ranch in Los Gatos.

Did I hear a "Blessed Event" was hoverin around one of our club members?

Home again and gone again—that's Belle Si mons. She no sooner arrived in San Francisco th she left on a three weeks' motor trip to Los Angel Well, we still hope to see her one of these days.

Friends who have inquired about Mabel Ping will be glad to know she is enjoying her stay in t East and seems to be very happy there visiting h many relatives and friends. She has learned to dri a car and says the life of ease seems quite natur to her.

Lois Peckham will soon be an expert Contractor she's taking three lessons a week!

CHANGES FOR THE ROSTER

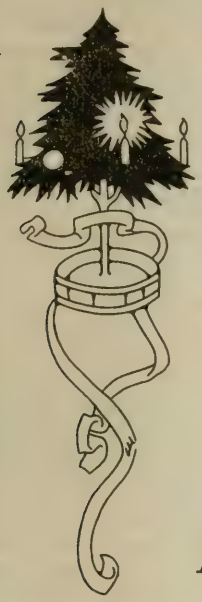
Blanche Wilson has moved to the Drake Hopki Apartments, 640 Mason Street, DOuglas 7971.

Irene Bryan has also moved to 601 Leavenwor Street, PRospect 1725.

NEW MEMBERS

Laure E. Gibbel, 1721 Blake Street, Berkele Calif., BErkeley 2138. With the Prudential Insu ance Company, GArfield 2316.

Cecile Litman, 2120 Clement Street, EVergre 7994. With Swett & Crawford, SUtter 1400.



You are cordially invited
to our
Christmas Party
at our
Club Home
Thursday Evening
December 15, 1932, 8.15 p. m.

"BRIEF MOMENT"

We all have our moments—some happy, some not Are you Listening? We are *en route* to the Cur- n, on Monday Night—December 5—for a *Brief oment*. This is a comedy drama of New York cial caste and enjoyed a successful run on Broad- ay. It is to be presented by the Theatre League, group of drama devotees bringing to the Pacific ast the outstanding plays of the New York sea- n. Its aims are similar to those of the Theatre uild in the East. Remember our old friend Harri- n Ford of the movie days—and Sharon Lynne— th will greet us for this *Brief Moment*. It looks e a Big Night—so get in touch with the under- gned right away and get your ticket—55c per!

SYLVIA KEMPTON, *Chairman Dramatic Section.*
GERTRUDE TUBBS.

CHORAL SECTION

Our choral will repeat the *Indian Love Charm* at e little church around the corner at Elmhurst on ecember 2.

The people in MY church feel as though OUR oral belonged to them, and my brother is happy at he can call on them to lighten his burden and help the Aid treasury.

I am glad to number MY club and MY choral ong my blessings.

GRACE F. STAUB.

SAN MATEO PARTY

With the approach of Yuletide, the San Mateo Business and Professional Women's Club is making preparations for its birthday party, which will take the form of an informal CHRISTMAS FROLIC, to be held on December 6, at the Oak Tree Inn, San Mateo, at 7 P. M. A cordial invitation is extended to all members of the San Francisco Business and Professional Women's Club to come to this party. The price of the dinner will be $1 per plate. Place your reservations with Mrs. Burlingame.

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LADY FROM ARKANSAS

Hattie W. Caraway has been elected to the Senate. Mrs. Caraway is the widow of Thaddeus H. Caraway, whom she married February 2, 1902. Mr. Caraway, a lawyer, was elected on the Democratic ticket to represent the First Arkansas District in Congress in 1912. After serving eight years in the lower house, he resigned to take his seat in the United States Senate. He died November 6, 1931, and his widow, Hattie W. Caraway, was appointed to the Senate to fill the vacancy caused by his death. This appointment was confirmed by popular vote in the November election. Mrs. Caraway resides in Jonesboro, Arkansas.

Christmas Peace comes with Plenty.

An annuity supplies both.

DON'T DELAY ANOTHER DAY.

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Red and White Henna Packs	1.50
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco

l. 9 DECEMBER 10, 1932 No. 50

Weekly Program

Coming Events

December 12—Book Section, 7:30 P. M.

December 13—Dramatic Section, 7:30 P. M.

December 15—Choral Section, 6:45 P. M.

December 15—Christmas Party, 8:15 P. M.

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

BOOK SECTION

About twenty members were present to hear Mr J. Cloud's talk on George Washington. Wash ton was made interestingly human, but in no y less great. In fact, Mr. Cloud showed the great- s of George Washington in comparison with other torious leaders. All enjoyed the talk.

Our December 12 meeting will be a Christmas ogram. There will be a most interesting reading an authentic account of the first Christmas in San ancisco, secured through Margaret Girdner. A ylet will be given by the advanced drama class Galileo High School.

Besides these attractive numbers we are hoping have some carols. Mrs. LeRoy is going to consult group. Please come.

CLARA BROWN, Chairman.

DIVERSIONS

Again a walkathon! Last week there were ten hikers who had a great jaunt through the Park and good eats at the Beach Chalet. Thusly, Sunday, December 11, let's meander around that scenic Land's End trail. Take a Sutter car to the terminus at Sutro Baths—we meet there at 10:15. We'll take the lower trail if the weather is in good humor, otherwise the upper, which is the old car line road—level walking, bracing air, unsurpassed vistas. We will finally drop in at Kelly's Tavern and regale the inner woman! Come along, even if rainy; it is an outing worth while!

And—did you know that *The Cat and the Fiddle* are on their way to the Curran Theatre—arriving Monday night, December 26. We'll be there, that opening night—with a welcome. If you are interested—better let me know!

GERTRUDE D. TUBBS.

You are cordially invited
to our
CHRISTMAS PARTY
at our
CLUB ROOMS
THURSDAY EVENING
December 15, 1932 8:15 o'clock

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

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Reception.....Blanche I. Newton
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Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mabel Pinger
Remembering.....Ida M. Reed
Sunshine.....Matilda Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

AN ENJOYABLE EVENING

An unusual program was enjoyed by the members who attended our dinner meeting on Tuesday, November 29.

Miss Joan Crane delighted us all by her witty impersonations and the versatility with which she assumed the roles of the woman's club speakers, the little boy hero worshiper, and the family party at the beach.

Mrs. Lottie Patten, accompanied by our own Ruth Lester Bell at the piano, entertained us with several charming songs. Mrs. Patten has sung for us before, and she is always a welcome visitor.

M. M.

OF INTEREST TO BRIDGE FANS

Simultaneous delivery of sixteen sets of tou ment bridge hands by Western Union messenge three hundred and fifty cities was a feature of American Bridge Olympic, October 19, conduc by the National Bridge Association. The cards under seal and were broken by game captains when play was about to begin.

The sealed cards, arranged so that North, E South, and West would have certain set hands bracing the various important phases of bid and play, were kept under lock and key in teleg offices in the three hundred and fifty cities until last hour. This prevented any possibility of advance "leak" concerning the hands to be pla

—*Clipped by* CARITA ROGERS *from Dots and Dashe*

CLUB NOTES

B. M. PIERCE

Dr. Phillis Bourne has moved her office across street to 2494 Mission Street—all prepared to care of a bigger and better practice. Here's wish her success in her new place of business. Same phone as before.

We are sorry indeed to lose Alice Jones. She her mother left on December 3 to make their h with her sister in Sacramento. Address 1200 Per Way.

Hazel Ramon is recovering from a siege at h with influenza. She was taken ill the day be Thanksgiving and had to forego the Thanksgi feast.

Lucia Steidel has also been a victim of the but is now back at her office again.

Hazel Jacoby has been home ill for some time we hope that she will soon be back with us agai

Dr. Hamilton spent the Thanksgiving holi with her sister in Ukiah.

Lilian Elias and Jean Doub attended the Ch mas Frolic of the San Mateo Club last Monday reported a delightful evening. The San Mateo know how to entertain their guests.

We were lucky in having three books donated week. Belle Simmons brought in the *Lady of Limberlost,* by Gene Stratton Porter, and M Blackmar of Mary Eleanor's gave us *Green tures,* by Marc Connelly, and *Imperial Palaces,* Arnold Bennett.

Quite a few guests came in to our program di last Tuesday and enjoyed the delightful reading Miss Crane.

Edyth Wiltse went down to San Luis Obispo spend Thanksgiving with her sister-in-law.

Maud Lamberson was laid up last week a days with a heavy cold.

About twelve of the club members gave Si McLaughlin a surprise birthday dinner last Th day at the Hotel St. Francis. She says it was first *real* surprise of her life.

Quite a few members attended the luncheon the University Women at the Women's City C Saturday noon to hear Mrs. Inez Mexia tell ab her travels in South America.

DRAMATIC SECTION

The regular meeting of the dramatic section be held in the club rooms on Tuesday evening, cember 13, beginning at 7:30 o'clock.

SYLVIA KEMPTON, Chairma

OOK AND CIVIC SECTION MEETING

We enjoy a bit of gossip
Like a tonic, now and then,
While we listen to the tattle
Of our famous countrymen.

In a setting rich with color,
Autumn leaves, the season tells,
Can't you see our lovely club rooms,
Weaving for us mystic spells?

A. J. Cloud soon proved a wizard;
To Mount Vernon's home we soared,
Where we found our country's father
All bedecked with frills and sword.

Hark! we hear the music playing,
Note the ballroom's brilliant scene,
Heard this gossip, "That George Washington
Danced three hours with Mrs. Green."

Were they just good friends, platonic?
Did she on his strong arm lean,
While he, smiling, "minuetted"
With the charming Mrs. Green?

It is here we draw the curtain,
Not another peek nor look.
If you wish to know the answer,
Why not read A. J. Cloud's book?

Subject: Books. Here our Miss Kelly
In her interesting way
Told of authors and best sellers
For our Christmas holiday.

Minutes pass as seconds hurry,
Happy hours we may have seen,
None compare to Washington's story,
And his dance with Mrs. Green.

A MEMBER.

CONTRACT BRIDGE

Exceptional interest is being shown among the embers who are taking lessons in contract bridge. his instruction is necessary to anyone who wishes master the rules and principles of correct bridge. As the classes are completely formed now, there ill be no new classes scheduled until after the first f the year. Members interested in joining the new eries should keep the date in mind and advise either Irs. Burlingame or the chairman.

BERTHA P. STALDER.

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JANE FRIENDLY FLIES

Dorothy Rankin is making her first flying trip. She left Tuesday night for Los Angeles, going down in a Lindbergh plane, to make a personal appearance for O'Connor & Moffatt. Watch for her account of the trip in the Jane Friendly column of the *Chronicle*. She will come back on Friday night.

J. Venables C. Brown R. Young M. Hunter

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THE UPTURN

Another reason why we believe things are picking up is in the fact that men are beginning to joke about the state of times. Colonel P. H. Callahan of Louisville, Kentucky, has given out the following letter from a father to a daughter:

"You ask me if your husband should stay on in his present position at an 'adjusted' salary, but you forgot to tell me what he would do if he didn't. You and he couldn't very well come here just now. Your brother Sheridan's salary has just been 'reconstructed' so he moved into his old room at home and brought his wife.

"Your sister Eloise telegraphed the next day that Wilfred had just been offered a new contract that was an insult, so your mother is airing out her room. Wilfred never could endure insults. Your sister Frances, who you will recall has been a private secretary, wrote last week that if anyone thinks she is going to drop to the level of a common typist, he is mistaken, so we expect her any day.

"What with these and the younger children, I imagine that as long as Rupert's salary is merely being 'adjusted' he had better stay.

"My own business is coming along fine. It was sold on the court house steps last Friday, but as there were no bidders, the sheriff let me keep it. That makes the best month I've had since the upturn.

Your affectionate Father."

(Don't take our word that the letter is genuine—we don't know.)—*The Oakland Tribune.*

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

9 DECEMBER 17, 1932 No. 51

CALIFORNIA ACADEMY OF SCIENCES LIBRARY RECEIVED JAN

Weekly Program

December 20—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mr. E. M. Seel.
Subject: Mokelumne River Development.

December 22—Choral Section, 6:45 P. M.

December 22—Thursday Open House, 8 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

"CAT AND FIDDLE"

ast Call—are you coming? Monday Night, De-ber 26, opening night of the return engagement the delightful show. A nice way to wind up the k-end festivities. Let me know about it—Price 10—first row center—gallery.

GERTRUDE D. TUBBS.

NOMINATING COMMITTEE

Mary Baker, Chairman
Alice B. Kennedy
Frances E. Raymond

Article IX, Section 2: This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the Bulletin Board of the Club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place.

FLORENCE ATTRIDGE,
Recording Secretary.

PROGRAM DINNER

Our next program will be given by Mr. E. M. Seel of the Pacific Gas and Electric Company, with pictures and a lecture on the "Mokelumne River Development." The date will be December 20. We have two members from the P. G. and E. who endorse this program, so I hope you will all enjoy it and that we have a large crowd for that night. We hope to have some music also.

JULIA ROSSOW,
Chairman Program Committee.

A JOLLY NEW YEAR'S EVE

A jolly party is being planned to see the old year out and to welcome 1933. From what we have heard, it's going to be loads of fun, and reservations must be made early in order that all the necessary plans may be completed.

Remember, this party is for YOU, and we would like to have your suggestions as to just what would please you most in the way of greeting the new year with a rousing welcome that will make him feel at home right from the start.

Please make your reservations promptly with Mrs. Burlingame. Price, twenty-five cents.

HELP! HELP! HELP!

The Christmas Welfare Committee needs your contribution badly. Those of us who have jobs are indeed fortunate. Let's not neglect those less fortunate. One dollar from each of our members would do a lot of good. Send either to the club or Mae Barr Long.

The Business Woman

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ARE YOU LIVING IN THE BASEMENT OR THE SUN DECK?

Three years ago the brilliant French writer, Abbé Ernest Dimnet, achieved a popular success with a little book written in English, called *The Art of Thinking*. Recently he has published another one, *What We Live By*, in which he asks his readers to consider the condition of their minds and to classify in two parallel columns the idle and futile topics many of us think and talk about and other matters of greater value, which are easily attainable but too often neglected. These columns he calls living downstairs and upstairs.

At the business meeting on December 6, Mary Baker, chairman of the Ways and Means Committee, announced that the membership of the club is to share with the general public in the pleasure and privilege of listening to the most distinguished speaker in the Bay region, Brother Leo.

"Living Upstairs" is the subject of the Reverend Brother's lecture, which is to be delivered under the auspices of the club on Friday evening, January 20, at Native Sons' Hall. The title itself is stimulating and so certain to provoke discussion that it behooves us to give some thought to our own mental furniture before we hear this noted speaker.

Brother Leo's delightful wit is known to those who have heard him before and is well illustrated by a story told by Miss Baker Tuesday night. The girls, having in mind the publicity stunt of promoting quite respectable moving pictures by giving them startling titles, asked him if members of his audience would think the subject over their heads. Instantly he suggested as a substitute title, "Up in Mabel's Room." One need have no fear that the good Brother is not thoroughly familiar with present-day drama, as well as literature and the cultural activities of today.

Someone said a long time ago: "The person does not enjoy great poetry, great music, paintings and statues and all the myriad things which go to make up art, is an esthetic invalid never extracts from life its roundness and completeness, because he does not even know what it is is needed to make life round and complete. The without refinement, the man who obtains his satisfaction from merely common (and often uncl things, merely *seems* to be completely happy. this is still more true of the man who looks no all for spiritual satisfaction. He is in the posi literally, of the cheerful idiot." Let us try to l from Brother Leo on the evening of January 20 to move out of our mental basements into the l and sunshine of our upper stories.

Tickets for this outstanding club event wil seventy-five cents, including tax, and will be u served. Tickets may be purchased from member a committee (whose names will be given in week's BUSINESS WOMAN) and from Mrs. Bu game in the club rooms, and later will be on sal Sherman, Clay & Co. The hall is not large, so each member make it a matter of personal pridl show the Chancellor of St. Mary's what the Francisco business woman can do in presenting to an S. R. O. house.

BUSINESS AND PLEASURE

Is it usual for tired business women to come a from an important business meeting feeling freshed and inspired for greater endeavor? If then those who do not attend regularly are miss something and should include in the new lea they turn, when stepping over that magic line— first of the New Year — the resolution to att regularly, though, of course, it might not alw follow that we should have so many things of pa mount interest to present!

We who did not have the privilege and pleas of attending the convention in Yosemite Valley September are indebted to Mrs. F. E. Smith Yuba City for a peep into the heart of thi through her film of the Kiddie Breakfast. Th who attended the convention appreciated the pri lege of living over again the happy event. It w indeed highly entertaining to enjoy with th serious-minded business women a period of aba doned play; another proof of the joy of the pho graphic hobby—happy events permanently record to be reviewed when one chooses to live them ov again.

It was a delight to listen to the splendid repo of chairmen of the various committees and p ticularly to learn that an interesting lecture Brother Leo has been arranged for January.

It would seem the final step has been tak toward the amalgamation with the San Francis League of Business and Professional Women wh the resolution covering this, presented by the chai man, Ida M. Reed, was unanimously adopted, and rising vote of thanks was given Miss Reed for h splendid, untiring and unselfish work in this co nection.

It gave us great pleasure to welcome Mrs. F. De Prager, of the Guardian Club, Mrs. Florence Bend Graham and Miss Anna G. Reidy, brand new me bers, and we hope they will enjoy their associatio with our club.

B. W.

Christmas Gift Suggestions from our Advertisers

Jewelry
THOMAS P. DAVEY
Flowers
FRANCIS FLORAL CO.
Christmas Cards
PATRICK & MOISE-KLINKNER CO.
Dresses, Hats
GREBBIE SHOP
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Peggy's Nut and Fruit Cakes
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Photographic Christmas Cards
JOHANNA HEIM
Lingerie
ANITA K. MAYER
An Annuity
HAZEL JACOBY

NOTICE

At the program meeting on December 20 there l be nomination of delegates to the reorganiza- n meeting of the California State Federation of siness and Professional Women's Clubs and the ifornia State League of Business and Profes- nal Women's Clubs, at Fresno, on January 8, 3.

FLORENCE C. ATTRIDGE,
Recording Secretary.

THURSDAY EVENING, DEC. 8, 1932

OUR GUESTS:
Mrs. Fromberg with Dr. Fernald
Mrs. Gittleson
Miss Thomas of Tulsa, Oklahoma
Our new members, Mrs. Prager and Mrs. Graham hearty welcome and wishes for an early return.
TO OUR MEMBERS: Amanda Heuermann, Nell ardman, and Dr. Fernald, we are indebted for ir edible donations, which, without question, were oyed by our happy group who visited us at our en House.

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SAN MATEO FROLICS

At the cozy Oak Tree Inn, one hundred and one wimmen gathered in Christmas Spirit to celebrate the seventh birthday of our San Mateo Club. Believe you, there was a juvenile atmosphere, too—seven-year-olds in the true meaning. Played, sang, et, tussled—and we had fancy ice cream—um, um, it was GREAT!

Mr. Santa Claus has some unfinished business, so he sent Mrs. Santa Claus to carry on for him—and cute she was; she overflowed with snappy discourse and pointed jokes; fact is, she must-a snooped down lots-a chimneys, because she had the low-down 'bout so many of us kiddies. Her other name is Ardee Rochex—you should meet her!

Soon after we had et — all the "outs" bowed adieu to office and the "New Deal" gave the gavel to Haidee Pohlman! Oh, she is a treat to the eyes—and how she can sing!

Followed the best of entertainment. Outgoing President Kay Bartle acquired a family and sat by the fireside, with her wee one, reading us a Christmas story; her wee one took to dreaming and pictured for us:

Four wondrous wooden soldiers. Me-oh-my how they executed their stiff maneuvers—not one *faux pas!* Ach! Punch and Judy biffed each other. Presto: What a pretty jack-in-the-box jumped forth and smiled our way! Three cutie dollies searched in vain for "mommer" and "popper." Lastly: Mickey Mouse and his Minnie thrilled us with delight by their songs and antics!

We sang Christmas carols — the party was over, and it was just too bad we had to go home—don't you think?

GURTY.

General office work, whole or part time. Shorthand, typing and light bookkeeping. Have had seven years' experience in office, and three years' library work.

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CLUB NOTES

B. M. Pierce

Heartiest congratulations to Phoebe Wramp on receiving her A.B. degree from the University of California. She has been studying for this degree for the past year and at the same time teaching school. We are also very glad to welcome Miss Wramp back into the club membership. Kindly reinstate her name on your roster.

At the meeting of the Women's Safety League last Thursday, Mrs. Lillian Hall presided and announced plans for the dinner to be given in January.

Mary Fennig has been transferred from the U. S. Engineer's Office in the Custom House to the Ammunition Service Department, Mare Island, and will hereafter reside in Vallejo. We hope Mary will be very happy in her new location.

Wasn't it fine to have such a large crowd at our dinner on Tuesday? We noticed many new and old members, — Mary Sexton, Elise Brahe, Estelle Prager, Elizabeth Mowder, and Anna Reidy. It was Ann's first dinner with us.

Margaret Dailey, who has been doing investigating work for the Associated Charities, has now received her appointment as social service investigator at the San Francisco Hospital and started on her new work last week.

Clotilda Gabriele has been appointed business manager of the Citizens' Agency for Social Welfare, which is the new name for the Associated Charities.

We have a letter from Virginia Himes written aboard one of the Dollar Line steamers. She is on a trip around the world, having left China September 29, and expects to be in San Francisco the latter part of January, so until then "Cheerio," says she. Mrs. Himes has now completed several years of foreign service, being stationed at the U. S. Army Barracks at Tientsin, China. We surely will be happy to welcome her back to San Francisco.

Sorry we made another mistake. Instead of Jean Doub and Lilian Elias attending the Christmas Frolic at San Mateo, it was Zee Clements and Gertrude Tubbs who went to the party.

FOR THE ROSTER

Frances Eagan has moved to 837 Geary, GR aystone 0874.

Elizabeth Tiernan, 1456 19th Avenue, OV erland 8111.

SAVING ON CHRISTMAS CARDS

The Postal Department is doing its best this year to allow us to send just as many cards as we have in times of plenty. By a special dispensation, Christmas cards with only the customary greeting and the name of the sender may be sent in unsealed envelopes for one and a half cents postage instead of the three cents required for sealed envelopes.

So let's remember all our friends and send them a cheery greeting for the holidays!

FOR YOU

The gift of Mental Freedom
may be purchased thru annuity payments.

Start now!

HAZEL JACOBY

WA lnut 0316——or——DO uglas 7811

You know what glorious dishes are achieved fro "left-overs" . . . Well, "make-overs" are just satisfying when the Remodel Shop takes care them! Suits . . . coats . . . wraps and frocks of la year's vintage are emerging disguised and rejuv nated so beautifully they look pre-zactly like models! It's the skill and style knowledge behi the work that does it . . . Just take your togs to

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hear you swear.

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SPECIAL COLLECTIONS
DEC 23 1932

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 9 DECEMBER 24, 1932 No. 52

CALIFORNIA
JAN 3 1933
ACADEMY OF SCIENCES

Weekly Program

Coming Events

December 29—Choral Section, 6:45 P. M.

December 29—Thursday Open House, 8 P. M.

Hostesses

Elma Baily — Minna Brown
Betty Walton — Daisy Denis
Ruth Shaw

December 31—New Year's Eve Party, 9 P. M.
Reservations, 25 cents.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Christmas Greeting

Christmas! That thought associates itself with giving, and the thought of giving suggests buying or making something to bestow. The giving affords happiness to the donor and to the recipient as well—sometimes.

How much more prized and unforgettable are those intangible gifts that money cannot buy which are dispensed throughout the year and which spell true felicitousness: friendliness, the cheerful smile, the warm welcome, the word of encouragement and comfort, ready sympathy and understanding, the help in time of need, selflessness. It is these simple things that make life so livable.

Yes, Christmas is the time for giving, but let us cultivate each day throughout the years the art of giving fuller expression to the finer sentiments of life and thus reap a rich harvest of happiness, for "As ye sow so shall ye reap."

Merry Christmas and a joyous and prosperous New Year!

CHARLOTTE F. McCLELLAND,
President.

THE BIG DATE

Be sure to mark it on your brand new 1933 calendar! Write it in your engagement book. Let nothing prevent your attendance at Native Sons' Hall on the evening of Friday, January 20.

It is with conscious pride that the ways and means committee announces Brother Leo's lecture titled "Living Upstairs," to be given before the club membership and guests on that evening. A distinguished speaker on a topic of great interest to us all has been the goal of ways and means committees for three or four years. It is felt by your committee that they are now offering you something distinctly worth while and in keeping with our aims and position as an organization. Let us give them our enthusiastic backing in the sale of tickets and the energetic promotion of the lecture among our friends.

From this event we will undoubtedly take away mental stimulation, an increased appreciation of the richness and beauty in great books, and practical guidance in seeking this wealth for ourselves. Let us avail ourselves of the opportunity to learn from one who is himself rich in those qualities of the mind that make life worth living.

Tickets, seventy-five cents unreserved, may be purchased from Mrs. Burlingame in the club rooms, Sherman, Clay & Company, and from members of the committee, to be announced next week.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editor.....Rose D. Miller
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Club Reporter.....Bertha M. Pierce
Advertising Manager..Irene Herlitz, LOckhaven 1254
Business Manager.....Nancy H. Jordan

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Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

OUR CHRISTMAS PARTY

One hundred and forty of us could see ourselves as children again as we awaited the arrival of Santa Claus at the club rooms Thursday night.

The tree, the gift of Bertha Dale, was gorgeously garbed in silver with suitable colorful accessories; while the red candles, the Christmas bells and the fireplace (built by the capable hands of Blanche Newton) added to the holiday spirit.

The group joined in and enjoyed singing some of the favorite old songs, and the choral, under the leadership of Mrs. LeRoy with Merle Curington at the piano, presented several of their welcome numbers. Suddenly, in the midst of the gayety, a telephone call announced the sudden illness of Santa Claus' brother, whose arrival momentarily had been expected.

The reception committee went into a huddle, and, quickly proving the capability and willingness of our members and guests to substitute, pinch-hit or what have you, Dr. Fernald assumed the role. What a grand Santa he was,—with an especial gift and word of greeting for each one!

The dramatic section gave a split second portrayal of Barney Google and Spark Plug, in which Clotilde Grunsky, substituting for the unavoidably absent Sylvia Kempton, played the part of Mr. Google, while Callie Bachich and Rose Bezek divided the fore and aft honors in portraying the almost human Sparky.

Refreshments were served, and the members and their guests, loth to leave, were loud in acclaiming this one of our nicest parties. R. M.

CLUB NOTES

B. M. Pierce

After the bridge lesson last Friday night bridge class gave Bertha Stalder an impromp surprise party. When they finished the game came out into the hall, here was a table all spr with dainty sandwiches and hot chocolate. It one of those recent cold nights and maybe it was appreciated!

Having spent the last three or four months Burlingame, Virginia Marshall is back in the for the holidays. The address is the same as bef —Hotel Sequoia, 520 Jones Street.

The League of Business and Professional Wom held their Christmas party at the First Unitari Church last week—their last party before the am gamation. Mrs. Frances E. Raymond had as guest Mrs. William Cary Brown of Chicago. M Brown is consulting with club women in regard the International Congress of Women to be held Chicago in 1933 and about which Mrs. Empey w speaking at our meeting at Lokoya.

What a fine Santa Claus Dr. John M. Ferna made at our Christmas party and who else co have played the part in such an emergency with notice or anything!

Both Mae Barr and Jack Long are home ill wi influenza and running temperatures. We miss them sorely and hope they are well on the way recovery.

You will be glad to know that Hazel Jacoby now very much improved after her siege of inf enza. She has been ill ever since our theatre part

Estelle Prager brought in some books for o Library: *Friendship* by Hugh Black and *The Da Work* by Rudyard Kipling. We surely apprecia these gifts.

Dr. Alice Goss is finally located at 2770 Lomba Street. We are glad to see her looking so well late

Thelma McGuire has changed her address and now living at 970 Geary Street.

Isn't it fine that Miss Dutot is to join our clu She has been expecting to return to Honolulu b now finds she will be here for some time and decid to become one of us. Miss Dutot was president the Business and Professional Women's Club Honolulu before coming to San Francisco.

And do you know that eight girls hiked round the snow with Gurty last Sunday, and what a lo fun that was too! Snowballing in Golden Gate P 'n everything. Kelly's Tavern for lunch and do town to a show—in fact two shows. How's that one strenuous day?

THAT little minx Kay has certainly achieved the highest success! She's moved to a Penthouse . . if you please! And her fascinating housetop hat shop smacks of fashionable chic! It certainly takes us young . . to get ahead and ahigh! But her prices remain sta- tionery . . thank heavens! For as low as $5 a wow of a hat designed and made right on your head! Remodel- ing for $2.50 . . blocking and cleaning tended to with no plebeian fuss! Look her up (get it?) for the thrill and hat of your life at 406 Sutter Street, Room 401-402.

KAY'S PENTHOUSE FOR HATS

Another one of our pets has become so important she's moved. The remodel shop . . the one and only remodel shop . . right now glorying in mak- ing formals for New Year's parties out of last year's favorites . . evening cloaks out of anything you have, and fixing over clothes with such a flair of chic the stores are worried!

They're now at Room 822, 209 Post Street.

THE REMODEL SHOP

209 Post Street — SUtter 4273

SNOW-A-THON

'e planned a walk-a-thon, but it proved a snow-on. And it was thrilling and joyous and COLD! ht braved the elements on Sunday, the 11th; at the terminus at Sutro Baths, fortified the with hot kupso-koffey at the little stand, and antly went forth. Snow was falling in wee crys- resembling tapioca or rice and it fairly en-ped us. We scurried around via Land's End, the lower level, and viewed the Golden Gate dst a snowfall—a Great Adventure for a San ncisean!

'e carried on, marvelling at unusual sights, and hed Kelly's Tavern famished! Soon thawed and mellowed, we sallied forth again. Annexed ita and then we were nine. Midst alternate sun-e and snow we traipsed the Park and oh'd and d the glistening and exquisite vistas created by owfall! It was a White-Letter Day—the Sun-the Business Women "hiked" in a snow storm San Francisco.

ife bustles on and busy week-ends crowd us: istmas; New Year's; Amalgamation at Fresno, uary 8; First District Meeting, Palo Alto—uary 15. Thusly "eventing" must be tabled il January 22. BUT—meantime we'll be

THEATRE-ING.

Monday—December 26—at the Curran: "The and The Fiddle," price $1.10. A merry evening l we'll eat together beforehand—if you say so!

Wednesday—December 28—at the Geary: Maedchen in Uniform" (meaning Maids in Uni-m)—price 55c. This is an *International Movie*—ies with a background of all sorts of high recom-ndations; AND, it is entirely made and produced d acted by WOMEN! Seats reserved.

Monday—January 2—at the Columbia: "The een's Husband"—price 83c. Start the New Year pleasure. This is said to be a satire on Queen rie of Roumania and her American trip. Played a straight-from-London company.

I await your reservations.

SO LONG—"Happy Days" to all.

GERTRUDE D. TUBBS,
Chairman Events Committee.

NEW YEAR'S EVE

Come join our New Year's Eve party on
SATURDAY EVENING, DECEMBER 31
We'll bury our troubles with the old year and start the new with a vim!

Reservations with Mrs. Burlingame

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Bank of America National Trust & Savings Association, *a National Bank*
and Bank of America, *a California State Bank*
are identical in ownership and management
410 offices in 243 California communities

Top o' the Season!
How've you been?
Seldom see you
Since we're in Marin.

Merry Christmas
To all of you—
Brighter New Year
Than Thirty-Two!

THE HOUSE OF O'BRIEN.

'Ole Man Depression, scat!
'Tel we knows where we's at.
'Taint no time fo' moanin'
'Kase Lady Luck fo' us is honin'.
Out 'n Old Kriss Kringle's pack
O' jobs, we's got no lack.
'Nen we's got Christmas Cheer
'N bestest of all, the Glad New Year.

—CRETE ARNETT CROCKETT.

To all Club members
Old and new,
Holiday Greetings
I extend to you!

MATILDA J. SCHIMPF
(Mary Sunshine)

SEASON'S GREETINGS

ADAH RUTH TAYLOR

Extending Christmas Wishes
Is just heaps and heaps of fun;
And as for overlooking you,
It simply isn't done.

JESSIE McKINNEY.

Greetings to all Club Members:

May you and yours this Christmastide and through the year to come be blessed with God's greatest gifts:
LOVE, JOY, PEACE, HAPPINESS, and CONTENTMENT.

JOHANNA HEIM.

"Greetings" mean remembrance,
And these are meant to tell
Of happy recollections . . .
And of Christmas thoughts as well.

LILLIAN HALL.

Dear fellow club members:

A friendly greeting and a wish
That everything good and true
Will help to make this Christmas
A wonderful one for YOU.
Abundant prosperity and cheer
Be yours throughout the coming year.

Sincerely,

ANITA K. MAYER.

MERRY CHRISTMAS TO ALL

A greeting that's cheery
A smile that's sincere
Smooths the roadway ahead
For another whole year.

SUSAN HARRIS HAMILTON.

Best Wishes to all for a
Very Merry Christmas and
Happy New Year

ISABELLE E. BANZ

MERRY CHRISTMAS
and
HAPPY NEW YEAR
TO ALL

RAE MORROW

A guest who enjoys the hospitality of the Club extends
Yuletide Greetings to all the members

ETHEL C. FREISINGER

The old old wish
But none the less sincere:

A "MERRY CHRISTMAS and a HAPPY NEW YEAR"

HAZEL JACOBY.

At Christmas time when memory tends
To turn one's happy thoughts to friends
Fondest thoughts and wishes true
Go right out to friends like you.

MAE AND JACK LONG
"MOTHER" and "DAD" OSGOOD
ATHALEA and ALLISON

Greetings and Best Wishes for a
Merry Christmas and a Bright and
Happy New Year.

IDA ROSE GREBINAR
(Greb-Bie)

DEC 30 1932
SPECIAL COLLECTIONS

The Business Woman
Official Publication
Business and Professional Women's Club of San Francisco, Inc.
Vol. 9 DECEMBER 31, 1932 No. 53

CALIFORNIA ACADEMY OF SCIENCES LIBRARY RECEIVED JAN 3 1933

Weekly Program

Coming Events

January 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

January 5—Choral Section, 6:45 P. M.

January 5—Thursday Open House, 8 P. M.

Hostesses

Elsie Monte — Eleanor Middlehoff
Grayce Dempsey — Rose Haas
Irene Herlitz

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

BROTHER LEO

Opening this morning's mail, a Christmas message greeted me, which read:

MORAGA SOCIETY
OF
CATHOLIC POETS
ANTHOLOGY Christmas, 1932

And turning the page I read:

To
BROTHER LEO
OUR GUIDE AND FRIEND
THIS OFFERING

Again I turned the pages and read such poems as "To My Mother," which concluded with:

"Deny her not a niche among the great;
Her name is writ with gold on heaven's gate."

And as I mused I thought how wonderful that a life such as that of Brother Leo's had touched this group of students and inspired and nurtured in them a love for beautiful thought and expression.

While thus pondering I recalled something which in the mad Christmas rush I had forgotten, and that was that our own club was, on January 20, to have as our guest speaker Brother Leo, who had chosen as his subject "Living Upstairs." Given to meditation, I thought what an alert and discerning Ways and Means Committee was ours to procure such a distinguished scholar and gentleman, and what a privilege to be a member of a club where such talent was available.

Countless are the hero worshipers of Brother Leo, not only in this community but the world over, and undoubtedly seats will be at a premium. When the Native Sons' Hall, which has a limited seating capacity, is sold out, no more tickets will be available. Tickets, seventy-five cents unreserved, may be purchased from Mrs. Burlingame in the club rooms, Sherman, Clay & Company, and from members of the committee, announced elsewhere in this issue.

NAN G. LAWRENCE.

The Business Woman

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Recording Secretary.....Florence C. Attridge
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House.....Nettie Smith
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Book.....Clara Brown
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International.....Jeannette Doub
Historian.....Mary F. Mooney
Remembering.....Ida M. Reed
Sunshine.....Matilda Schimpf

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Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

WOMAN WINS

A woman Democrat who grew up and rode broncos on a western Kansas ranch, and eventually became a lawyer to escape a life of bookkeeping, is to be the first woman representative in Congress from Kansas.

Miss Kathryn O'Loughlin of Hays won in the November election over the Republican incumbent, Representative Charles I. Sparks, in the normally Republican Sixth District. She had to conquer eight men in the primary last August to win the Democratic nomination. She is thirty-eight, tall, slender, with bobbed brunette hair. — *San Francisco Chronicle.*

CLUB NOTES

B. M. Pierce

Annie Little Barry left Wednesday to spend t holidays in New Hampshire. She will be hon guest and speaker at the state convention of t Massachusetts Federated Women's Clubs. She w then attend the national board meeting in Was ington, D. C., and the state convention in Montan returning to San Francisco late in January.

About six of the club members celebrated Emm Schmedes' birthday with a Christmas dinner par at the Swedish House.

So sorry we have to lose Sarah McLaughlin. S is leaving San Francisco to make her home with h daughter and son-in-law in Los Angeles. We wi her the best of luck and hope she will be very happ in her new location.

Ruth Tonkin left Saturday night to spend th Christmas and New Year holidays with her son an daughter-in-law in Los Angeles. She will be awa about two weeks.

We are glad to report that both Mae and Jac Long are improving after their siege of flu. A though Mae was still confined to her home, she wa able to carry on her usual Christmas welfare wor

Did you see that excellent picture of Esther Phi lips in the *Chronicle* last week? She is actin United States District Attorney for two weeks du ing the absence of her chief from the city.

We have a cute little calendar from Irene Brook giving her address as 2600 Durant Avenue, Berk ley, where she is still in the real estate business. He 1933 calendar reads: "Real estate may freeze, bu it does not evaporate." Not so bad. What?

Dr. Phillis Bourne and her husband spent th Christmas holidays with relatives in Bolinas.

Jessy Scott went to Sacramento to spend the hol days with her sister.

Mr. Cooper, division manager of the Pacific Ga and Electric Company at Auburn, came into ou club rooms this week to see our Christmas tree. Yo see, he was the donor of this beautiful silver fir.

Ida Lord entertained Mae B. Wilkin at luncheo at the Western Women's Club last Tuesday. Mis Wilkin was our first executive secretary and one o the club organizers. She has been at White Sulphu Springs, West Virginia, for some time. As busines wasn't so brisk, she decided to take a trip west an after she reached Los Angeles couldn't resist com ing up to visit with old friends in San Francisco She expects to remain here until March.

Thelma McGuire has changed her address and i now living at 970 Geary Street.

Isn't it fine that Miss Dutot is to join our club She has been execting to return to Honolulu, bu now finds she will be here for some time and decide to become one of us. Miss Dutot was president o the Business and Professional Women's Club o Honolulu before coming to San Francisco.

Those "Might-Have-Been" Careers

At the recent Christmas party of the League o Business and Professional Women, the member came dressed as they "might have been" had not a business career had a stronger call. Elizabeth Adams came as a ballet dancer, winning one of the awards. Judge Theresa Meikle came as a basketball player; Frances Raymond and Dr. Frieda Kruse were in riding habits, and Margaret Torreyson ap peared as a fireman.

TICKETS! TICKETS! TICKETS!

Tickets for our big event of the year, Brother Leo's lecture, to be given Friday evening, January 20, should be purchased promptly. The price is seventy-five cents, including tax.

Now is the time to make a list of your friends who will wish to go and to reserve your tickets with one of the following:

Florence Attridge	Ida Grebinar	Louise O'Hara
Callie Bachich	Anna Hunt	Bertha Pierce
Belle Banz	Marie Jensen	Hazel Ramon
Nell Boardman	Sylvia Kempton	Ann Reidy
Clare Borello	Alice Kennedy	Julia Rossow
Bertha Dale	Ida J. Lord	Lucia Steidel
Frances Egan	Anita K. Mayer	Gertrude Tubbs
Lilian Elias	Charlotte McClelland	Mrs. Burlingame
Jeanne Goodwin	Jessie McKinney	Mary Baker

Sherman, Clay & Co.

THE DEVIL'S DUE

ineteen thirty-two may have been a hoodoo year, we're not shedding any tears to see it go. But, making up the final issue of THE BUSINESS MAN, we discovered one little point in its favor may have been overlooked—there were fifty-ee Saturdays!

NOTICE

t the dinner meeting on December 20, the fol-ing members were elected as delegates and alter-es to the organization meeting of the California leration of Business and Profesional Women's bs, to be held in Fresno on Sunday, January 8, 3:

Delegates

Ida Reed
Frances Raymond
Zulu Clements
Gertrude Tubbs

Alternates

Jean Doub
Lilian Elias
Caroline Bachich
Rae Morrow
Julia Rossow

FLORENCE C. ATTRIDGE,
Recording Secretary.

NEW MEMBERS

Mrs. Walda E. Rowcroft, 444 Larkin Street. Su-rvisor Red Cross Sewing Room, 501 Civic Audi-ium.

(Miss) Laurel E. Gibbel, 1721 Blask Street, rkeley. Insurance clerk, Prudential Insurance ., 310 Russ Building.

(Miss) Ludie E. Anderson, 16 Lyell Street. Clerk, cific Telephone and Telegraph Company, 430 sh Street.

(Miss) Jorgine Hess, 1240 Seventh Avenue. pply clerk, Western Union Telegraph Company, ant Department, 417 Market Street.

Mrs. Elsie P. Frear, 145 Kensington Way. Pearl inging, with Albert Frear, 210 Post Street.

WELCOME TO THE LEAGUE

Our first meeting following the amalgamation with the San Francisco League of Business and Professional Women takes place at our dinner on Tuesday, January 3. Let's all be on hand to hear the report of our nominating committee and to greet the League members with a rousing welcome!

HOW A CHRISTMAS STOCKING WAS FILLED

It was early in December when we went to church to pray,
That the padre asked those present to remember Christmas day,
And would we fill a stocking for Chinese children young,
To place upon their Yule-tree, where other presents hung?
In fancy I could picture a stocking small and wee,
For Chinese maids are noted for their small feet, you'll agree.
A stocking I accepted, and, much to my surprise,
'Twas measured for Hale's Santa — a truly giant size.
Three pounds of Woolworth's candy just barely filled the toe;
An auto, nuts and cookies—I still had yards to go.
It was at our Christmas party I mentioned to those near
About my Christmas stocking, and lo! I'm filled with cheer.
My neighbors soon got busy and all their Christmas toys
Were poured into the stocking for some Chinese kiddies' joys.
The green frog wrapped in tissue soon filled a goodly space;
I'm sure it caused a happy grin on an Oriental face.
Again when Santa's peeking and a stocking I shall fill,
I'll take it to our party for another Christmas thrill.
But when I get the stocking I shall save myself surprise
By asking dear old Santa to let me know the size.

A MEMBER.

THE BUSINESS WOMAN
Wishes You One and All
A
HAPPY NEW YEAR!

FOR JOY

For each and every joyful thing,
For twilight swallows on the wing,
For all that nest and all that sing,—

For fountains cool that laugh and leap,
For rivers running to the deep,
For happy, care-forgetting sleep,—

For stars that pierce the sombre dark,
For morn, awaking with the lark,
For life new-stirring 'neath the bark,—

For sunshine and the blessed rain,
For budding grove and blossomy lane,
For the sweet silence of the plain,—

For bounty springing from the sod,
For every step by beauty trod,—
For each dear gift of joy, thank God!

FLORENCE EARLE COATES.

DAMMED WATER

Few of us had any idea of the magnitude of the Mokelumne project of the Pacific Gas and Electric Company until we listened to the story of its growth as told by Mr. Seel of the company's engineering staff and saw the pictures of the enormous dam that makes possible the control of the water of many rivers and the development of power for public use.

Through the courtesy of Bertha Dale, this highly instructive and worthwhile program was presented, and we are sorry all of our members could not be present.

During the program we were delighted with piano selections by Miss Van Slyke, to whom all music lovers in our group are indebted for an artistic performance.

Miss Mae Wilkin, one of the founders of our club, was present as guest of honor, and briefly told us of her wanderings hither and yon and how glad she is to be in San Francisco again.

R. M.

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The gift of Mental Freedom
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THAT little minx Kay has certainly achieved the highest success! She's moved to a Penthouse . . if you please! And her fascinating housetop hat shop smacks of fashionable chic! It certainly takes us young . . to get ahead and ahigh! But her prices remain stationery . . thank heavens! For as low as $5 a wow of a hat designed and made right on your head! Remodeling for $2.50 . . blocking and cleaning tended to with no plebeian fuss! Look her up (get it?) for the thrill and hat of your life at 406 Sutter Street, Room 401-402.
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Bank of America National Trust & Savings Association, a National Bank and Bank of America, a California State Bank are identical in ownership and management 410 offices in 243 California communities

SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 JANUARY 7, 1933 No. 1

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY RECEIVED FEB 21 1933

January 9—Book Section, 7:30 P. M.

January 10—Dramatic Section, 7:30 P. M.

January 12—Choral Section, 6:45 P. M.

January 12—Thursday Open House, 8 P. M.

Hostesses

Frances Eagan Ida Rose Grebinar
Virginia Merrill Clare Borello
Hazel Jacoby

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

"LIVING UPSTAIRS"

Lecture by Brother Leo

On the evening of January 20, 1933, at Native Sons' Auditorium.

Tickets, 75 cents, including tax, unreserved.

On sale in the club rooms, from any member of the committee, and at Sherman, Clay & Company.

This lecture is sponsored by the Business and Professional Women's Club, and it should be a matter of personal pride on the part of each member to buy tickets for herself and to interest her friends, both those who have heard Brother Leo and those who are anticipating that pleasure.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Marion Morris, 2655 Polk Street
Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager..Irene Herlitz, LOckhaven 1254
Business Manager.....Nancy H. Jordan

OFFICERS

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First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
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DRAMATIC SECTION

The regular meeting of the dramatic section will be held in the club rooms on Tuesday evening, January 10, beginning at seven-thirty. We shall read a short play and discuss new activities of the section.

New members of the club are cordially invited to attend.

SYLVIA KEMPTON, Chairman.

Many members have spoken of the real enjoyment which they experienced from attending our program dinner for December. We all learned much of interest from Mr. Seel's talk on electricity, which was so kindly arranged for us by Mrs. Withers. The program provided for this month's dinner, announced elsewhere in this issue, promises to be equally entertaining, so let us all plan to attend.

CLUB NOTES

B. M. PIERCE

Clara Brown spent Christmas in San Franc with her brother, and completed her vacation trip to San Luis Obispo.

Margaret Girdner went to her home town Sierra City in Sutter County for the holidays.

Sarah McLaughlin has given us her Los Ang address. It is c/o Mrs. W. W. Farrar, 310 Drive, Glendale, California.

Margaret Torreyson spent Christmas with frie in Los Angeles.

About thirty members saw "the old year out the new year in" at the club rooms on the ev December 31 with appropriate games and cere nies. And wasn't that a marvelous buffet supp We certainly appreciate what Allene Schuerbr has done for us the past year. Her daughter-in- roasted that fine big turkey for us and the har both done to the queen's taste. Except for v tion, Allene never missed a Thursday night whole year.

Gertrude Tubbs enjoyed her Christmas holid at Asilomar.

A note from Frances Ipsen wishes every mem a "Merry Christmas and Health, Happiness Prosperity in the New Year." Her physical cult studio is now located in the Hotel Sacramento Phone Main 900, Sacramento, California.

Lois Peckham spent Christmas with her sister her old home in San Jose, and well we *Event* know the hospitality of that San Jose home.

The members of the Choral enjoyed another those annual Christmas parties given by Mrs. F ence Drake LeRoy.

Lillian Connelly had a unique Christmas vacati spending one day with her family in Salt Lake C She said she felt extravagant, but she had a "swe time.

We wish to thank Phœbe Wramp for two m books: *Ole Man Adam and His Chillen* and *Emot in Art.*

We wish to extend our sympathy to Eleanor M dlehoff, who lost her father this past week, and to Bessie W. Kibbe, who lost her dear mother.

Here's a change of address for Mrs. H. Wilk Hotel Bernard, 344 Jones Street.

Judge Theresa Meikle has been busy helpi Judge Helen MacGill of Vancouver, B. C., organ her lecture course on child welfare to be given at Western Women's Club.

Glad to learn that Eva May Flemming, who confined to her room in the Sir Francis Drake Ho for a few days, has recovered from her illness.

Amabel Wilson spent her Christmas holidays w friends in Los Angeles and has now returned to S Francisco.

Glad to see Jene Bishop out again after her t weeks siege of influenza.

There will be quite a few delegates to the orga zation meeting of the California Federation Business and Professional Women's Clubs to held in Fresno on January 8: Ida Reed, Fran Raymond, Zee Clements, Gertrude Tubbs, Jo Doub, Lilian Elias, Callie Bachich, Rae Morro Julia Rossow, Margaret Torreyson, Elizab Adams, Edith Johnstone, and Charlotte McClellan

Well, here's wishing everybody a Prosper Happy New Year.

Good-bye to Ole Depression of 1932.
We hope to see—pros-per-i-ty
In 1933. B. M. P.

BOOK SECTION

At our next section meeting, we are to have Mr. onel Hauser, book critic on the *San Francisco ews*, who will review several of the recent books r the club. Mr. Hauser is one of the most popular itics of the city and our program ought to be very teresting. Come and find out what you should be ading.

CLARA BROWN, Chairman.

WELCOME TO NEW MEMBERS

Our dinner meeting of Tuesday, January 17, is anned as a welcome to all new members who have ined us during the past year. All members, old d new, are urged to jot the date down on their lendars and be on hand for a real get-together eeting.

The speaker on this evening will be Mr. Carleton Hutchings, who has chosen as his subject: "Are coming out of the depression?" An added at- action will be songs by Mr. Jimmie Cirimelé, with e banjo, and readings by Miss Edna Gustafson. Reservations with Mrs. Burlingame. Price, eighty- e cents.

MID HOLIDAYS

Not so many of us gathered for our Thursday ening of December 29, there being many other rties that drew their guests from our group.

Missed greatly was our Blanche Newton, who was me with an attack of influenza. We hope she is le to be out again long before this reaches you.

Mrs. Compton, who will be remembered as having en in charge of the program and arrangements the Northern District Regional Conference in koya, was present, and we enjoyed having her th us.

Three tables were occupied for bridge and a dozen more "divaners" visited and became much bet- r acquainted.

For the refreshment department, in charge of tty Walton, Allene Schuerbrock, and Mary Baker, arlotte McClelland contributed a box of Magic eese Snaps made of cereals, and Marie Crandall ought us a chocolate cake. We wish also to extend r appreciation to Anita Mayer for her contribu- n on the 22nd, which helped to spread the spirit hospitality and good cheer.

ONE PINCH HITTER.

OLITICAL EQUALITY IN BULGARIA

The move for full political equality for women ntinues throughout the world. In Bulgaria a bill s been introduced in the Chamber of Deputies to mit women to the practice of law.

At present Bulgarian women have only one po- ical privilege, as members on boards of education. ey do not as yet have the right to vote, but the vement for acceptance of women lawyers indi- tes that full political equality will be attained in e not too distant future.

THRIFT WEEK

The National Federation of Business and Professional Women's Clubs urges all clubs to stress the observance of *Thrift Week*, slated for January 17 to 23, 1933. The ten-point thrift creed sent to the local clubs is as follows:

Work and earn.
Make a budget.
Record expenditures.
Have a bank account.
Own life insurance.
Own your own home.
Make a will.
Invest in safe securities.
Pay bills promptly.
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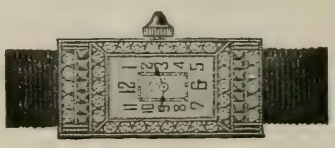

THOMAS P. DAVEY
510 Howard Building, 209 Post Street
Phone GA rfield 8092 San Francisco

ASILOMAR

Asilomar inaugurated Christmas Eve festivities fashioned from the customs of Merrie England of feudal days. Picture the great dining hall filled with the lords and ladies of that era, garbed in ermines and velvets, gold and silver trappings, ruffs—and, oh! what not—all expectant, awaiting the arrival of the royal party. Ah—His Majesty arrives, his attendants carry forth the great boar's head—ugh!—it is awesome and real. Soon all are marching in the triumphant processional, trumpets blare, song bursts forth and now all sit at the festal board. A great sight . . . the buzz and chatter of today, mixed with the glitter and atmosphere of yesterday.

Feasting over, trumpeters call attention, carolers are heard without, and the assemblage goes forth. How inspiring! Some hundred and thirty marching in the great outdoors; the air snappy but exhilarating; the vast star-lit dome above, the roaring, restless ocean within a hundred yards, and the multitude circling the little resort, caroling praises of the Christ-child.

We go to the administration building and the huge Christmas log is rolled in with a tiny tot mounted thereon. Ceremonies are carried on, carols again are heard, and then we settle down to see Christmas Eve in the various countries of the globe.

Russia, street singers chant and gather the pennies; a Syrian father tells Christmas tales to his offspring; Czecho displays royalty dispensing kindness to the peasants; Merrie England with the Dragon and St. George amuses immensely; Italy makes us shudder with witches and spooks; Sweden dances; Canada shows us the Shepherd and his flock; Mexico pilgrimages to the shrine of Christ; Poland gives us the Child in the manger. Finale: a tableau of all nations.

Asilomar can be proud of its efforts. Everything was so natural, so human, so surprising, and so interesting, both to the old and the young. They hope to establish this festivity permanently. If they do, you better come along.

GURTY.

Eyes Examined *Glasses Made*

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Vol. 10 JANUARY 14, 1933 No. 2

Weekly Program

Coming Events

UNIVERSITY OF CALIFORNIA LIBRARY
FEB 21 1933
RECEIVED
ACADEMY OF SCIENCES

January 17—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mr. Carleton B. Hutchings.

January 19—Choral Section, 6:45 P. M.

January 19—Thursday Open House, 8 P. M.

Hostesses

Hazel Ramon — Lucy Thompson
Emma Gries — Clara Brown

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

WELCOME MESSAGE

of

Mrs. Charlotte F. McClelland, President of
The Business and Professional Women's Club of San Francisco

It seems hardly fitting that on this memorable occasion we should wait until after we have dined to eet you, our sister Business and Professional Women, who have gathered here this evening to participate for the first time in our business meeting. Therefore, on behalf of the Business and Professional Women's Club of San Francisco, I now bid you a sincerely warm and hearty welcome.

We have amalgamated. To amalgamate means to blend. Of course, it has other definitions, too, but like blend the best, because it signifies to mix together so thoroughly that the things mixed cannot be separated or individually distinguished.

We would like to feel that the blending has been done so completely that you will immediately become conscious that you are an integrant part of us, sharing on an equal basis all the eventualities of our club life.

We want you to like us as much as we want and expect to like you, and we hope that you will experience all the happiness that has been ours throughout the years.

Having similar ideals and aspirations, I am confident that we shall grow in understanding and shall derive mutual benefit from our association.

We are going to travel a long way together over the highway of Progress. The road will not always be smooth, but let us swing along steadfastly, adhering to lofty principles, gathering, as we go, more tolerance, and all the way having in the foreground of our thoughts the betterment and protection of womankind.

Again I bid you thrice welcome to your club.

PROGRAM DINNER

Our dinner meeting of Tuesday, January 17, is planned as a welcome to all new members who have joined us during the past year. All members, old and new, are urged to be on hand for a real get-together meeting.

The speaker on this evening will be Mr. Carleton B. Hutchings, who has chosen as his subject: "Are we coming out of the depression?" An added attraction will be songs by Mr. Jimmie Cirimelé, with the banjo, and readings by Miss Edna Gustafson.

Reservations with Mrs. Burlingame. Price, eighty-five cents.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager..Irene Herlitz, LOckhaven 1254
Business Manager.....Nancy H. Jordan

OFFICERS

President.....Charlotte F. McClelland
First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
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Sylvia Kempton Daisy K. Prechtel
Jessie D. McKinney Gertrude D. Tubbs

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CHRISTMAS WELFARE REPORT

While this year the Christmas Welfare Committee's work was carried on along lines similar to previous years, the work was commenced with the knowledge that it would be impossible to cover the broad field in which we have heretofore worked. Immediately we eliminated all thought of the large families which have been aided by us in the past.

It has been our aim at all times to reach and give first consideration to the business woman who for one reason or another has suffered a loss of income through unemployment and is therefore in financial difficulties. We have heretofore only been able to secure information with respect to a limited number of these cases and after making provision for them we have taken family cases to the extent of our financial ability. This year, however, through the co-operation of Mrs. Prager and Margaret Dailey, and also a number of our other members, we were able to secure information with respect to unemployed women who were desperately in need of a helping hand.

First, several of our own were remembered with our usual "cheer greeting," financial and otherwise. Several of this year's cases were women of utmost refinement, highly educated, but alone and unemployed, requiring diplomatic approach. It is apparent that our friendship was gratefully received, judging from the letters of acknowledgment and thanks. They make us feel that our efforts were worthwhile.

In eight cases we furnished what we call "cheer baskets," which we packed carefully and attractively with home-made jellies, preserved fruit, apples, oranges, bananas, candy, popcorn balls, canned soups, canned milk, crackers, jello, fresh cake, raisins, tea, and sugar. Certain of these baskets also contained a financial remembrance.

In forty-two cases, we furnished full Christ dinners and enough food to carry over for at l the following week or ten days. These dinners tained, in addition to the articles listed above being included in the cheer baskets, fresh ca flower, carrots, potatoes, canned beans, macar noodles, canned tomatoes, and chicken. A gener supply of everything was included in each box.

In addition to the above fifty cases (132 pers of whom 69 were adults and 63 children), we ag this year remembered the orphans at the McKi Home with little Christmas boxes of candy, popc balls, and fancy boxes of animal crackers, hav learned that last year not one single organizat remembered the poor little unfortunates in t home. Santa Claus went on Christmas Eve to m the distribution, thereby bringing great happi to the thirty-five or forty little inmates.

I wish to take this opportunity of expressing appreciation of the assistance rendered by the m bers of my committee, and especially to Isab Banz, who did all of the work in connection w investigations, called on various women, secu several warm coats and dresses, and saw that t were delivered to some worthy woman in n thereof.

May I also express to the membership the tha of the committee for the contributions of mon jellies, and clothing? They certainly brought m happiness to the women and children assisted your committee.

The personnel of the committee was: Isab Banz, Nettie Smith, Agnes Vera Bowyer, Jean K rison, Lillian Hall, Belle McDonald, Clotilde Gr sky, Johanna Heim, Persia Briggs, Minna Bro Alice Kennedy, Lydia Floan, and Ida Reed.

Respectfully submitted,

MAE BARR LONG, Chairman

THURSDAY EVENING, JANUARY 5, 19

"Jigging" along their way was what some our members were doing with a jig saw puzzle p sented to the club by Ellen S. Robbins. We most appreciative for this newest pleasure provi for our guests.

Between "jigs" and Bridge hands, we were o too glad to stop and partake of the delicious cook donated by Merle Curington, colored with a of our special AS brand of tea. Many than "Merlie."

Our Auction table was joined by two of our n members, Phœbe Wramp, who says she is delight to again enjoy the privileges of the club, and R O'Brien, who on her first evening with us made glad that she decided to join us.

As each week passes, we are increasingly thank that we have had the opportunity of our asso tions and look forward with much pleasure to next.

BAY DISTRICT MEETING

The first meeting of the Bay District of the C fornia Federation of Business and Professio Women will be held on Sunday, January 15, Stanford Union. The business meeting, includi election of officers and revision to constitution, w be at 10 a. m., followed by a luncheon at 12: Price, one dollar.

Reservations should be made *immediately* wi Mrs. Burlingame.

JANUARY 20, 1933 — YOUR NIGHT

NOW IS THE TIME FOR ALL GOOD CLUB MEMBERS TO GIVE THEMSELVES AND THEIR FRIENDS A NEW YEAR TREAT—A SEAT AT THE CLUB LECTURE "LIVING UPSTAIRS," TO BE GIVEN BY OUR DISTINGUISHED GUEST SPEAKER, BROTHER LEO, AT NATIVE SONS' HALL, 414 MASON STREET, AT THE VERY SMALL COST OF SEVENTY-FIVE CENTS PER TREAT—AND SEAT.

Facts and Figures: No tax, seats unreserved, so come early. Tickets from any member of the Committee whose names were published in the BUSINESS WOMAN of December 24, or from Mrs. Burlingame at the club rooms, or at the Peter D. Conley ticket office, Sherman, Clay & Co. This is a real event, so be sure that YOU are among those present.

OMINATING COMMITTEE REPORT

he President, Board of Directors and Members
ne Business and Professional Women's Club of
Francisco, Inc.:

our nominating committee reports the following
inees for your officers during the year 1933-1934,
h is also in accordance with agreement entered
by and between the San Francisco League of
iness and Professional Women and the Business
Professional Women's Club of San Francisco,
, for the amalgamation of these two groups:

resident—Bertha J. Dale.
irst Vice-President—Margaret Torreyson.
econd Vice-President—Sylvia Kempton.
ecretary—Florence C. Attridge.
reasurer—Alice B. Kennedy.
uditor—Amabel Wilson.

Directors

Two to be selected from this group, one for the
xpired term of Sylvia Kempton): Minna C.
wn, Marion Morris, Rae Morrow.
One from this group): Frieda Kruse, Margery
ffer, Juliet Smith.

Respectfully submitted,
FRANCES EFFINGER RAYMOND,
ALICE B. KENNEDY,
MARY H. BAKER, Chairman.

---

ection 3, Article IX, By-Laws:

ny twenty-five (25) members of the Club may
pose an alternative ticket of candidates for the
rd of Directors and Officers upon their signing
same and filing it with the Secretary of the Club
east two weeks before such annual meeting of
Club, and the list of the candidates so proposed
ll be posted upon the Bulletin Board by the Sec-
ry within two days after filing, and thereupon
h alternative list or ticket shall also be voted
n at such annual meeting.

FLORENCE C. ATTRIDGE,
Recording Secretary.

SAN FRANCISCO, CALIFORNIA,
January 5, 1933.

S. CHARLOTTE F. MCCLELLAND, President,
siness and Professional Women's Club
San Francisco, Inc.,
Sutter Street,
n Francisco, Calif.

AR MRS. MCCLELLAND:

I hereby tender my resignation as a member of
Board of Directors of the Business and Profes-
nal Women's Club of San Francisco, Inc., to be
ective February 6, 1933. This action is necessary
account of my being nominated Second Vice-
esident.

Sincerely yours,
SYLVIA KEMPTON.

BURLINGAME'S ANNUAL DINNER

A cordial invitation has been extended to the officers and members of our club to attend the seventh annual dinner and installation of officers of the Burlingame Business and Professional Women's Club to be held on Thursday, January 19, at the Oak Tree Inn in San Mateo.

The dinner is at 6:45, $1.10 a plate. Reservations not later than January 17, with Mrs. Burlingame.

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CLUB NOTES

B. M. Pierce

Sara Ann Magill, who has been spending some time at her new bungalow at Roger's Camp, returned for the holidays, but expects to go back to the mountains again shortly.

D. Roach Withers spent the New Year holidays with friends in Sacramento.

It was with deep regret that we learned of the passing of Mrs. Mary E. Stewart last week. Mrs. Stewart was a charter member of the club and was instrumental in securing quite a number of members.

The members wish to extend their sympathy to Minnie Getz, who lost her mother last week.

Our first business dinner meeting of the New Year was a grand success and how we all enjoyed meeting each other! As each member had the opportunity of introducing or presenting her neighbor to the right, we heard—perhaps—a few secrets. The most interesting one was that our new member, Dr. Frieda Kruse, has been a bride for the past six weeks. It seems the new husband is a rancher, so Dr. Kruse is sure of having a fine, restful place to spend her week-ends.

Jeannette McCurdy, our Bridge teacher, was one of the judges at the national Contract Bridge tournament recently held in this city.

Henriette Steinegger enjoyed the winter sports in Yosemite Valley over the Christmas vacation period.

Letitia Farber has been spending the holidays in Los Angeles.

Rose O'Brien, our newest member, spent the holidays at Del Monte. Mrs. O'Brien is starting the new year right by advertising her Gown Shop in this issue of the Business Woman.

Callie E. Tibbetts has a most interesting article in the *Independent Woman* for December, "Business Housekeeping—a New Art," part of which was quoted in last Sunday's *Chronicle*. Mrs. Tibbetts is Pacific Coast manager for the Remington-Rand Company and recently installed a filing system for the Boulder Dam project.

Jessie McKinney has moved to 969 Bush Street, Apartment 205. Telephone PRospect 4757.

New Member

Miss Louise C. Buck — 1335 Union Street, telephone GRaystone 1327. U. S. Fidelity & Guaranty Co., 340 Pine Street, EX. 4078. Independent Insurance Broker.

Here's good news for the Alley Cats and for all who have retained their pre-depression taste for *good* food. SOLARI'S has reopened. Mary Solari will be back at the old stand, though it is understood that the former employees will be the actual owners of the Grill. However, the food will be the same, we are assured, and the PRICES way down. Hurray!

Let's get together once again at the good old Grill, where one meets the best people and eats the best food in the world.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 JANUARY 21, 1933 No. 3

JAN 21 33

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY FEB 21 1933 RECEIVED

January 23—Civic Section, 7:30 P. M.

January 24—Dramatic Section, 7:30 P. M.

January 26—Choral Section, 6:45 P. M.

January 26—Thursday Open House, 8 P. M.

Hostesses

Mary Fennig — Hazeldean Mitchell
Isabelle Banz — Rae Morrow
Rose Miller

SECTIONS

Book—Second Monday, 7:30

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

SCHOLARSHIP

The Remembering Fund Committee was made ppy this week by being able to award to one of girls the Julie Duce scholarship in the Munson ool for Private Secretaries. This scholarship is sented to the club by Miss Juliet Smith in mem- of Julie Duce, who occupies so fond a place in hearts of San Francisco women. The scholarship continuous, permitting one young woman after ther to enjoy the splendid training for which nson's School is noted.

ELECTION

Election of officers of the club will be held on esday February 7, 1933.

Section 3, Article X, By-Laws:

'Any member eligible to vote, failing to cast her lot, shall be fined twenty-five cents (25c), said ount to appear upon her next statement for dues. y member who shall furnish to the Board of Di- tors satisfactory reason for failure to vote shall relieved of the penalty.''

The president has appointed the following mem- s to serve on the Election Committee: Nancy rl Jordan, chairman; Jene S. Bishop, Marie B. andall, Estelle Kane, Virginia Mueller.

FLORENCE C. ATTRIDGE,
Recording Secretary.

PASTIMES!!

And now for a bit o' a walk! Sunday, January 22 . . . the Presidio seems a-callin' us! Have not been thereabouts in quite some while . . . and you know the scenery . . . brings gasps! Suppose we meet at Funston Avenue and Clement . . . that is on the line of Sutter car 1 or 2 . . . at 10:30 A. M. If the weather be with us, we will wander on and on down to the Marina, and mebbe reach Fisherman's Wharf for a bite! Eh what . . . will you come? Everyone able to take a nice little jaunt via foot will enjoy herself and be welcome. No reservation demanded . . . just come along!

Then, there's the theatre: Monday night, January 23, at the Geary, opens that much talked of, very human play, ''Another Language.'' Family life is depicted, with laffs and interest. Price . . . gallery seats . . . 55c. All welcome . . . BUT . . . get in touch with the undersigned AT ONCE!

GERTRUDE D. TUBBS,
DOuglas 2945.

OPEN HOUSE

An unusual treat is in store for us at our Open House on January 26. Our reception chairman has secured the consent of Mae Wilkin, one of the founders of our club, to speak to us on that evening. All who can do so are urged to be present for this special occasion.

ATTENTION, LAST MINUTERS!

Remember Brother Leo's lecture, Native Sons' Hall, Friday evening, January 20, at 8:15. There is still time for you to arrange to come and bring your friends. And if you *must* wait till the last minute, tickets may be bought at the door—75c, including tax.

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Jessie D. McKinney Gertrude D. Tubbs

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Except Saturdays

ORGANIZATION MEETING

On Saturday and Sunday, January 7 and 8, the organization meeting of the California Federation of Business and Professional Women's Clubs was held in Fresno at the Hotel Fresno. The members of our club making the trip were Ida Reed, Frances Raymond, Zee Clements, Gertrude Tubbs, Jean Doub, Lilian Elias, Callie Bachich, Rae Morrow, Julia Rossow, Elizabeth Adams, Ethel Johnstone, Margaret Torreyson, and Charlotte McClelland (and by the way, be sure to ask for a description of the suite allotted to Charlotte McClelland).

The delegates from various clubs over the State began arriving at the Hotel Saturday afternoon and by five-thirty the lobby was buzzing with greetings. An informal get-together dinner was held in the dining room. In the evening there was bridge for those who wished to play, but most of the delegates and alternates, presidents and just guests wished to wander from group to group exchanging greetings. The last group left the lobby about midnight.

On Sunday after breakfast we gathered for registration and luncheon tickets. The business meeting was held at ten-thirty and opened with the group singing *America, the Beautiful.* The collect was read and the meeting opened for business. The credentials report was given showing 105 to be the total number of voting delegates. Grace Stoermer of Los Angeles, chairman of the Amalgamation Committee, read the report of the committee and the names suggested for nomination of officers and directors. Ida Reed moved the amalgamation report be accepted and Frances Raymond seconded the motion. Needless to say it was unanimously carried. The motion was then made that the secretary cast the ballot for officers and directors and this was done. Invitations for the annual convention in May were received from Long Beach, Los Angeles and San Jose. These invitations were referred to the board of directors for action. We learned that Mrs. Bowman, our National President, would be in California during the first part of February and that invitations to ap before clubs would be received. Our president one of the first to extend the invitation of San F cisco. The date is to be set later.

An adjournment was had and the newly ele board of directors held its first meeting.

Luncheon was held at long tables set in the lo of the hotel. Some one said there were over women there. It was a splendid gathering. Marjory Zelhart, president of the Fresno Club, sided. She was ably assisted by Miss Roberta Carty of the same club. These two young wo deserve a great deal of credit for the splendid in which they managed this large convention. A the introduction of officers and guests by Estelle Close of Santa Rosa, Mrs. Anne Leidend of Los Angeles gave us a splendid address on "Ten Year Objective" of the National. It would be possible to give you this address, but her in duction was as follows: "During the next dec the National Federation of Business and Pro sional Women's Clubs, Inc., should fit itself to sume real leadership in thinking on economic p lems and their social implications, with a v toward helping in the establishment, through sc tific methods, of conditions which assure to wom and to men as well, the fullest possible opportun of whatever capacities they may possess." M Grace Stoermer gave an address on the "Value Amalgamation," and Mrs. Amelia F. Johnson "Our Duty to Legislative Problems." Mrs. Jo son set out many of the problems which confront us during the next few months and adm ished us to study and act carefully before chang laws.

There was the friendliest possible feeling prev ing. Everyone seemed to have a good time and preciated the privilege of being present at this fi meeting of the amalgamated groups. I might that Miss Lucile Hewett of Alameda rose at business meeting and moved that the word "am gamate" be dropped from our vocabularies and th we go "forward together" as one. This was onded and unanimously carried. The adjournm was had about three-thirty.

What better thought can we have than this pression of appreciation: "To those loyal and f sighted women who gave of their time and abil to complete the amalgamation, we express sinc gratitude. Their achievement gives us all coura to assume the responsibility of broader affiliati We accept the challenge, 'Better Business Wom for a Better Business World.'"

MARGARET TORREYSON

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k, Marjory (Miss)
irector Food Chemistry, *Sunset Magazine*,
O uglas 4306
es. 645 Stockton St.—SU tter 1473

, Margaret (Miss)
nterior Decorator, Scribner & Bell—
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es. 5432 Fulton St.—SK yline 1119

k, Edith E. (Miss)
iedmont High School—PI edmont 9300
es. 465 Post St.—GA rfield 8400

drey, Lucile (Miss)
ranch Librarian, S. F. Public Library
O ntrose 3080
es. 730 2nd Ave.—SK yline 3281

y, Carrie (Miss)
rincipal Sunshine School—HE mlock 0856
es. 556 Larkin St.—PR ospect 8704

nery, Daisy H. (Miss)
quitable Life Assurance Soc. of U. S.—
O uglas 7811
es. 333 Parnassus

vn, Catherine (Mrs.)
es. 25 So. Hill Blvd.—DE laware 0447

hoff, Gertrude (Miss)
ffice Mgr. Nathan-Dohrmann Co.—
A rfield 4343
es. 154 18th Ave.—EV ergreen 7872

ming, Eva May (Miss)
nsurance Counsellor and Broker
es. Sir Francis Drake Hotel—EX br. 7755

st, Anna Lee (Miss)
iedmont High School—PI edmont 9300
es. 3451 Piedmont Ave.—PI edmont 8700

lden, Lily D. (Mrs.)
es. 743 No. Orlando St., Los Angeles, Calif.

ham, Claire (Miss)
ersonality Building—MA rket 0798
es. 652 Waller St.—HE mlock 2521

nstone, Ethel M. (Miss)
aline-Johnstone School for Secretaries—
R ospect 1812
es. 1475 8th Ave.—MO ntrose 1897

ne, Estelle M. (Miss)
es. 478 Funston Ave.—EV ergreen 5165

bbe, Bessie W. (Mrs.)
ibrarian Fish and Game Commission—
U tter 6100
es. 1534 Grove St., Berkeley, Calif.—
S hberry 9661

use, Freida L. (Dr.), M. D.
ffice 135 Stockton St.—DO uglas 4134
es. 212 Edgewood Ave.—MO ntrose 4838

Grath, Fern (Mrs.)
ec. Mining Eng., 1209 Hobart Bldg.—
X brook 0354
es. 2009 Vallejo St.—WE st 6638

Keen, Laura M. (Miss)
es. 970 Chestnut St.—GR aystone 1187

McKenna, Rose Fitzwilliam (Mrs.)
Director Banking Service,
Wells Fargo Bank & Union Trust Co.
Res. 1137 Lake St.—SK yline 2045

Meikle, Theresa (Miss)
Judge Municipal Court—UN derhill 8500
Res. 661 16th Ave.—BA yview 2641

Montgomery, C. W. (Mrs.)
Teacher, Balboa High School
Res. 601 O'Farrell St.—PR ospect 4030

Mueller, Virginia V. (Mrs.)
Typing and Mimeographing
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Nelson, Carolyn (Miss)
Partner, McCoy Label Co.—DO uglas 4374
Res. 2758 Filbert St.—FI llmore 6813

Petersen, Elenore (Miss)
Res. Box 32, Peiping, China

Ray, Alice M. (Mrs.)
Asst. Cr. Mgr., White House—KE arny 5000
Res. Hotel Court, 555 Bush St.—SU tter 2760

Redheffer, Clare H. (Miss)
Secy. to V.-P. Gen. Electric Co.—DO ug. 3740
Res. 3040 Franklin St., Apt. 204—OR d. 4858

Ristine, Elizabeth W. (Miss)
Bus. Secy. Y.W.C.A., 620 Sutter—PR os. 6500
Res. 80 Scenic Way—EV ergreen 3836

Radke, E. Shirley (Miss)
Secy. to Mgr. Gregg Pub. Co.—SU tter 3186
Res. 465 Post St.—GA rfield 8500

Saxon, G. A. (Mrs.)
Penn Mutual Life Ins. Co.—GA rfield 7900
Res. 342 24th Ave.—BA yview 1388

Smith, Juliet (Miss)
Pres. Munson School for Private Secretaries
FR anklin 0306
Res. 2735 Lake St.—EV ergreen 5507

Shaw, W. F. (Mrs.)
Res. 49 18th Ave.—EV ergreen 0495

Sproul, Kathryn (Mrs.)
Horace Mann School—VA lencia 9912
Res. 1362 23rd Ave.—MO ntrose 6541

Stivers, Louise (Miss)
Caribou Oil Mining Co.—DO uglas 0274
Res. 734 Bush St.

Shaffer, Margery E. (Mrs.)
Res. 45 Lincoln Way—MO ntrose 4935

Tibbetts, Callie E. (Mrs.)
Pac. Coast Mgr. Filing System Install.,
Remington-Rand Co.—DO uglas 8600
Res. 839 Leavenworth St.—OR dway 5324

Torreyson, Margaret (Miss)
Attorney, 723 Balboa Bldg.—GA rfield 5484
Res. 737 Pine St., Apt. 24—DO uglas 8886

Venable, Rosalee (Miss)
Exec. Secy. Y.W.C.A., 620 Sutter St.—
PR ospect 6500
Res. 1443 Greenwich St.—GR aystone 2749

Wells, Helen M. (Miss)
Mgr. Francisco Club, 595 Sutter St.—
SU tter 1200
Res. 900 Chestnut St.—GR aystone 9412

Wilson, Amabel B. (Miss)
Secy. Consolidated Development Co.—
PR ospect 8506
Res. 40 Capra Way—WA lnut 0807

Wyman, Clara I. (Miss)
Res. 172 Lowell Ave., Mill Valley—
Phone Mill Valley 239

CLUB NOTES

B. M. Pierce

Mrs. Florence Drake Le Roy was obliged to cancel her business engagements for about a week on account of being ill at home with flu and ptomaine poisoning.

Our new member, Jorgine Hess, was unable to be at her office for the past week because of flu.

Ruth Tonkin is now home from her recent two weeks' vacation spent in Los Angeles.

In spite of working under difficulties, Hazel Jacoby was given the Honor Record for her insurance work for the month of December. Mrs. Jacoby was ill for the whole month of December and had to carry on her work from her home.

We have to thank Fern McGrath and Virginia Mueller for the excellent list of League members which they furnished and which is printed in this issue of The Business Woman. We suggest that you insert this list in your roster—you'll be needing it!

About twenty club members attended the Bay District meeting and luncheon at Stanford Union last Sunday. We had the opportunity of seeing those beautiful windows in the Chapel. It was a well-attended meeting, and we enjoyed the surroundings on the campus.

Dr. Susan Hamilton is out again after being home for a week with influenza.

We missed Estelle Prager at our New Year's celebration, but did not know she was home ill until this week when she returned to her office.

Mary Crookston will visit her son and daughter-in-law over the week-end at their home in Los Angeles.

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G. W. Fitch, The American Mercury, December, 193
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 JANUARY 28, 1933 No. 4

CALIFORNIA ACADEMY OF SCIENCES LIBRARY FEB 21 1933 RECEIVED

Weekly Program

Coming Events

February 2—Choral Section, 6:45 P. M.

February 2—Thursday Open House, 8 P. M.

Hostesses

Anita Mayer — Elsie Maclaren
Edith Floyd — Marjorie Wilson
Marie Crandall

February 4—Dinner, 7 P. M.
Western Women's Building
Speaker, Mrs. G. M. Bowman

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

INVITATION TO MEET THE NATIONAL PRESIDENT

On Saturday evening, February 4, your
ıb is to have the extreme pleasure of
tertaining at dinner in the Ball Room of
e Western Women's Building Mrs. Geline
ıcDonald Bowman, President of the Na-
nal Federation of Business and Profes-
nal Women's Clubs.

It is hoped that as many of our members
possible will attend on this important
asion so that we may pay tribute to our
rthy National leader. Mrs. Bowman is a
arming speaker, and it will be a real
easure to hear her and to make this di-
ct contact with the head of our nation-
de organization. Coming, as she does,
st before the beginning of our new club
ar, she will lend inspiration to our plans
d our work for the months to come.

A special program has been arranged.

Dinner will be served at seven o'clock;
ice $1.10. Please make reservations as
ıal with Mrs. Burlingame.

OUR NATIONAL PRESIDENT

BAY DISTRICT MEETING

There were about two hundred at the Bay District meeting at Palo Alto on Sunday the 15th, with a good representation from all the clubs in this district. At the luncheon after the business session, held in Stanford Union, we found the tables decorated with all the well-known farm animals—they call this the Farm you know—besides unique wooden toys which were the work of a lady who lives in Palo Alto. The program consisted of folk songs of various nations of the world, given by Mrs. Bailey. We read the collect by Mrs. Mary Stewart, and Gertrude Tubbs led us in singing our Alma Mater and other cheerful songs to enliven the occasion.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor.....Rose D. Miller
News Editor.....Ednah M. Butler
Club Reporter.....Bertha M. Pierce
Advertising Manager..Irene Herlitz, LOckhaven 1254
Business Manager.....Nancy H. Jordan

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First Vice-President.....Bertha J. Dale
Second Vice-President.....Isabelle E. Banz
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Rose D. Miller
Honorary President, Lillian Palmer

DIRECTORS

Sylvia Kempton Daisy K. Prechtel
Jessie D. McKinney Gertrude D. Tubbs

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

YOUR CANDIDATES FOR DIRECTORS

As the Nominating Committee has presented the names of six members for the three directorships to be filled on the 1933 Board, THE BUSINESS WOMAN believes that the club will be interested in knowing something of the business or professional careers of the candidates and their service in the organization.

Mrs. Minna C. Brown, secretary to Paul I. Fagan, 1 Montgomery Street, has been a member of the club for nine years. During that time she has been affiliated with the choral and philanthropic sections and has served on the Thursday night reception committees. Mrs. Brown is also a member of the Needle Work Guild and Women's City Club. While Mrs. Brown's business career has been a comparatively short one, she has been most successful and occupies a very responsible position.

Doctor Frieda L. Kruse, physician and surgeon, is on the faculty of the University of California Medical School; has been Juvenile Court physician for the City and County of San Francisco for the past thirteen years; is a member of the County Medical Society, the Women's City Club, and Women Physicians' Club and a director of the American Association of University Women. Doctor Kruse was for several years chairman of narcotics for the State Federation of Women's Clubs and health chairman for the League of Business and Professional Women. At present she is health chairman for the City and County Federation of Women's Clubs.

Miss Marion Morris, editor of THE BUSINESS WOMAN during the 1932 administration, has had a widely varied and interesting business and professional career. After school days in Switzerland and graduation from Smith College, she became interested in social work and advertising. Following the war she returned to Europe for vacation and study in Paris. In Honolulu, she taught English, French, and History in a private school and was then appointed to the staff of the Honolulu *Star-Bulle* She turned to shorthand reporting in a serious in the Canal Zone, where she was engaged in rep ing court-martials. She is now court reporter in the municipal court of Judge Theresa Meikle. Morris's club affiliations are the Smith College C Women's City Club, and secretary-treasurer Francisco Shorthand Reporters' Association.

Doctor Rae Morrow, optometrist for the San Fr cisco Board of Health for eight years, has not mitted her private practice and city employment take all her time, as she has been engaged in p anthropic work at various social centers in ca for the eyes of the children of the poor. Doc Morrow has been active in the Business and Pro sional Women's Club from the beginning of membership, having appeared in public perfo ances of the dramatic section on three occasio served as hostess chairman of Thursday eveni for one year, and on the board of directors for years as recording secretary. Doctor Morrow is a member of the Women's City Club.

Miss Margery E. Shaffer has served on the bo of directors of the League for four years, as as acting as corresponding secretary and filling unexpired term as treasurer. She was formerly member of the Brownleigh Club, Chicago, a gr of business women, and vice-president of the men's Club of Mobile, Alabama. She taught ho economics for three years and also taught advan shorthand in business college for three years. had her own public stenography office for five ye as well as doing court reporting. At present M Shaffer is secretary to the Metallurgical Labo tories.

Miss Juliet M. Smith, President of Munson Sch for Private Secretaries (a Corporation), is tre urer of the Women's Athletic Club, a member the Western Women's Club, and a director of Girls' Friendly Society Lodge.

She also has affiliations with the San Franci Chamber of Commerce and the San Francisco vertising Club. She has just completed the twen fifth year since the founding of the Munson Sch and the fifteenth year in the present location, Sutter Street.

E. L. M.

LECTURE BY STUART CHASE

The San Francisco Center is sponsoring a talk February 14 at the Tivoli Theatre by Stuart Cha You know he was the author of that best sell "Mexico," and the recently published "A N Deal." His subject on the 14th will be "Are Coming Out of the Depression?" Mr. Chase ha fascinating way of analyzing our troubles and talk should be very interesting. There will be a ception after the lecture and Mrs. Marcus Koshl has invited Charlotte McClelland to help her rece

SOME CHANGES OF ADDRESS

Louise C. Buck has moved to 1145 Union Str GR aystone 1327.

Mae Wilkin's address for the present is 154 La Street, DE laware 6828.

Almyra Duffey has changed her home address No. 750 Twelfth Street, Oakland. Please cha your rosters as Miss Duffey says she still gets m from the members which is sent to her old S Francisco address and is much delayed.

Claire Borello has also moved to No. 1315 C Street, Apt. 5. Telephone FRanklin 9528.

CLUB NOTES

B. M. Pierce

irginia Marshall, who spent most of the winter ths working down the peninsula, has now made headquarters at the Hotel St. Mark, Oakland. will do some educational work among the Bay ien, teaching them how to use Wesson oil in r salads and cooking.

ou will be sorry to hear that Luella Payne was ged to give up the management of the Oldfield rtments in Los Angeles on account of ill health. address for the present is 700 South Westmore l Street, Los Angeles, California.

enri Napier Carmer is giving a series of four rmal lectures at noon on Thursday, beginning ruary 2, at the Metaphysical Library, 177 Post et. Her talks will be based on recent books h suggest the way to intellectual maturity and mastery.

erese Forman has been given a prominent part Eva Smith Hackett's coming production of rs. Wiggs of the Cabbage Patch."

ose McKenna was one of the speakers at the men's City Club last Tuesday, at the monthly heon meeting of the Parents and Teachers. The ject of her talk was "Thrift in the Home."

orry we got the name wrong of Mrs. Elsie Fear was given in The Business Woman as Mrs. ie Frear. Please make the correction.

HAPPY DAYS

Thursday Evening, January 12

While we "Bridged" and "Jigged" we were ated to delicious peppermint and wintergreen fers made for us by Mother Maclaren.

During another interval in our evening's occupa- ns, what should appear but cheese-its and dough- s produced as by magic straight from the kettle Maud Lamberson!

What a joy it is to have such thoughtful friends— are indeed fortunate—and our thanks are very ch in order.

Our guests included Miss Wittenberg with Lola llman; Mrs. Haughwout with Jean Kerrison; ss Costa with Elsie Monte; Mrs. Hakins and Miss illemette with Jessie Scott; Miss Pearl Smith d Miss Alice Sohlinger of Pacific American Co., d., recently transferred from Los Angeles; and rgery Shaffer, one of our recently nominated ndidates for director.

We are so glad you all came and we assure you await your early return.

Thursday Evening, January 19

"Hope this makes no angels—but sweets to the eet," said Grace Staub when she sent in that ffy angel food for our Open House. And that licious cake made by Emma Gries! Not a crumb either one left. Many thanks to both of these oughtful members in helping us to dispense our spitality.

An "In and Out" evening, but a most enjoyable e. Many heads bent over a new puzzle, and still night around the bridge tables.

Our guests included Mrs. Beresford with Nettie nith; Mrs. Brown with Margaret Dailey; Miss reyfuss with "Grebbie"; and Miss Thompson th Phoebe Wramp, who so graciously favored us ith a few musical selections.

Thursday is always our "Happy Day" and this as no exception. Many happy returns.

"TATTLE TALES"

This is a musical review at the Curran, with Frank Fay and Barbara Stanwick. Not much advertising about it—but perhaps an evening of froth! Monday, January 30, price 55c. If you're coming, notify me at once.

Gertrude D. Tubbs.

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WE DINE

In a setting all glittering with lights and lovely with flowers, our group of over a hundred members and guests gathered in the Western Women's Dining Room last Tuesday for our dinner meeting.

Our president being absent, Bertha Dale, First Vice President, presided and in a few gracious words greeted and welcomed us all. Announcement of roll call met the usual response.

Margaret Torreyson presented the club with a symbolic plaque bound in a tiny endless circle and cast in shining gold. This plaque bears the initials of the National Federation of Business and Professional Women's Clubs, and explaining the symbology of the relief, we learned in short:

TORCH a symbol of wisdom and the light of leadership. Symbolic of our educational program.

WINGED WAND OF MERCURY heralds a new era of opportunity for women. Symbolic of healing, harmony, and power.

SCROLL OF ACHIEVEMENT beginning in 1919 still unfolding, recording our efforts and accomplishments toward becoming better business women. Symbolic of publicity and public relations program.

SHIP OF COMMERCE typifying entrance of women into business, expansion and development. Symbolic of activity, growth, independence, extension of our over-seas and our international relations programs.

NIKE the Goddess of Victory, symbolic of strength and freedom, taking advantage of opportunities, and overcoming all obstacles.

Our program chairman had arranged and presented an entertaining program on which appeared Mr. Jimmie Cirimeli in banjo and vocal numbers, accompanied by Ruth Lester Bell, and readings by Miss Edna Gustafson and Claire Ingham.

The speaker of the evening, Mr. Carleton B. Hutchings, spoke of the probable causes of the present financial situation and also hopefully as to the swinging back of the pendulum to those good old days when the price made so little difference.

R. D. M.

Office Telephone SU TTER 3186 — *Residence Telephone* WA LNUT 0973

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10 FEBRUARY 4, 1933 No. 5

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY FEB 21 1933 RECEIVED

February 4—Dinner, 7 P. M.
Western Women's Building.
Speaker, Mrs. G. M. Bowman.

February 7—Dinner, 6:15 P. M.
Western Women's Building.
Annual Business Meeting.

February 9—Choral Section, 6:45 P. M.

February 9—Thursday Open House, 8 P. M.
Hostesses

Elma Baily — Minna Brown
Betty Walton — Daisy Denis
Ruth Shaw

Please make dinner reservations early at Club Rooms, PRospect 8347

SECTIONS

Book—Second Monday, 7:30

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ANNUAL BUSINESS MEETING

Our annual business meeting is scheduled for esday, February 7. This is our opportunity to r in a brief and concise way of the work of our ious sections and committees during the year. members are urged to be present for this impor- t meeting.

Election of officers will take place in the club ms from twelve noon until seven P. M. Section 3, icle X of the By-Laws reads as follows:

"Any member eligible to vote, failing to cast her lot, shall be fined twenty-five cents (25c), said ount to appear upon her next statement for dues. y member who shall furnish to the Board of Di- tors satisfactory reason for failure to vote shall relieved of the penalty."

The ticket announced by the nominating commit- is:

President—Bertha J. Dale.

First Vice-President—Margaret Torreyson.

Second Vice-President—Sylvia Kempton.

Secretary—Florence C. Attridge.

Treasurer—Alice B. Kennedy.

Auditor—Amabel Wilson.

Directors

(Two to be selected from this group): Minna C. own, Marion Morris, Rae Morrow.

(One from this group): Frieda Kruse, Margery affer, Juliet Smith.

The president has appointed the following mem- rs to serve on the election committee: Nancy Harl rdan, chairman; Jene S. Bishop, Marie B. Cran- ll, Estelle Kane, Virginia Mueller.

FLORENCE C. ATTRIDGE,
Recording Secretary.

THURSDAY EVENING, JANUARY 26

What an entertaining trip we took to Oberammergau with Mae Wilkin, from which we were most loath to return. Can we not be thankful that we have friends who carry us away to the "second floor"!

Miss Wilkin depicted for us the charm of the little town and of its people and then discussed some of the most dramatic portions of the play, making very real for us the principal characters who took part. Pictures of various scenes of the play were passed around the tables to illustrate her talk.

Louise Stivers and her friends Miss Nelson and Miss McKnight "jigged" along the road to completion of one puzzle, while one of our new members, Miss Gibbel, Elizabeth Mowder, and Alice Kennedy transplanted themselves to the land of snow with another.

Mary Jackson and her guest, Mrs. Stentz, chatted with us for a short time. It's good to see Mary again and we do hope that she may locate permanently in San Francisco.

Mrs. Bromley, educational instructor of Seattle, Washington, who is in the city for a few weeks, made a fourth at bridge, and confided in us that she had such a good game. With Lydia Johnson, Miss Comstock, and Dr. Crockett as partners can you wonder?

To Elsie Maclaren, Lola Stillman, and Isabelle Banz we are indebted for our "goodies." A package sent in by Nell Boardman "for whenever we may need it" has been carefully placed for near future needs.

Reception Committee.

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Honorary President, Lillian Palmer

DIRECTORS

Sylvia Kempton — Daisy K. Prechtel
Jessie D. McKinney — Gertrude D. Tubbs

CHAIRMEN OF STANDING COMMITTEES

Finance.....Bertha J. Dale
House.....Nettie Smith
Membership.....Lola D. Stillman
Program.....Julia M. Rossow
Reception.....Blanche I. Newton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Clara Brown
Choral.....Mae Barr Long
Civic.....Nora Blichfeldt
Dramatic.....Sylvia Kempton
Events.....Gertrude D. Tubbs
International.....Jeannette Doub
Historian.....Mary F. Mooney
Remembering.....Ida M. Reed
Sunshine.....Matilda Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

WALKERS!!

How's the foot condition . . . in trim? O. K. Let's be on our way . . . Sunday next . . . February 5 . . . right after the President's dinner. Meet at Fleishhacker's . . . end of No. 12 car, at 10:30 a. m.

A small bench will invite you to rest! The Geary L will also accommodate you . . . get off at terminus, walk one block south . . . to said bench. From this point . . . we can decide whence! If the weather permits, we can head south along the beach . . . explore! If inclement . . . north along the pedestrian road. Anyhow . . . let's get the ozone!

Everyone welcome . . . no reservation . . . make up your mind at the last moment . . . no matter. Rain or shine . . . we gotta walk!

GERTRUDE D. TUBBS.

DON'T YOU AGREE?

The hats of today
Are just frenziedly quaint;
Sometimes they're becoming,
But, mostly, they AIN'T!

NORA SMARIDGE.

THURSDAY NOON

Henri Napier Carmer is giving a series of informal talks at the Metaphysical Library, Post Street, beginning at 12:10 each Thurs. These meetings are open to the public with charge, and business women are especially welco

On February 9, Mrs. Carmer will review Eve Dean Martin's *Meaning of a Liberal Educat* Of this book Mr. Martin says: "The theme of book is that education is more than information skill. It is emancipation from herd opinion; self-mastery, capacity for self-criticism, suspen judgment and urbanity. Education is thus a spiri revaluation of human life. It is a way of living."

THE BOOK SECTION

From out our reading circle,
So many subjects flew,
To catch one for this writing,
We know not what to do.

Our thoughts are in a muddle;
They're flying here and there;
If they don't settle somewhere,
We'll soon be in despair.

Our speaker, Lionel Harris,
Book critics of the *News*,
Just filled our reading hour
With many good reviews.

From book reviews to "sellers,"
The best and those that slump;
To keep up with the story
Our minds were "on the jump."

A novel in the making
This picture then he drew,
If e'er we'd thoughts of writing,
We here bade them adieu.

Such pains and aches develop
When all alone with thought,
The lonely ticking hours
With many fears are fraught.

Our speaker, more than generous,
Gave freely of his lore.
We knew 'twould be presumptuous
For us to ask for more.

Too soon the closing hour
Brings out its dimming light;
We thank our evening's speaker,
While bidding all good night.

A MEMBER.

SUBSCRIPTIONS

Attention is called to the fact that the subscri tion rate for THE BUSINESS WOMAN is $1 a year non-members. If you have friends or relatives wh would be interested in seeing our club paper, the subscriptions would be appreciated.

DINNER FOR MRS. BOWMAN

Our National President, Mrs. Geline MacDonald Bowman, will be entertained by our club at dinner on Saturday, February 4. This is a rare opportunity to meet the head of our national organization, and a large attendance is expected.

A special program has been arranged for this occasion, including songs by Mrs. Nellie Wren, violin numbers by Miss Esther Kohon accompanied by Mrs. Gladys Kohon, and readings by a pupil from Mrs. Hackett's studio.

OUR OWN MRS. KAHN

the November election, Florence Prag Kahn returned to Congress uncontested. During her y years of service in Washington, she has proved ability in affairs of state and her real under- ding of the problems of the community which epresents.

rs. Kahn has a deep human sympathy and in- t in all those with whom she comes in contact. presence last year as one of the judges at our dora dinner, and the humor with which she red into the spirit of the occasion, will long be embered, and it may be of interest to some of readers to know something of her early life and circumstances under which she entered the world olities.

er father died when she was ten, and her ner, Mary Prag, taught school. Through sacri- self-denial, Mary Prag managed first to pur- e and then maintain a little five-room house in cality where she felt she could rear her child out anxiety about her surroundings. She made ssible for her daughter to attend and graduate the University of California, and, prior to her riage to Julius Kahn, Florence taught school in Francisco.

ulius Kahn once had been a pupil of Mary Prag drifted in one Sunday afternoon to call on her. met Florence—and came again and again. At time he was employed in the law office of V. Foote. The following is a quotation from the *neator* of February, 1931, which contains a very resting article on Mrs. Kahn:

Florence encouraged him in his legal studies. ore long she was encouraging him to hope that e day she might possibly be induced to marry —some day when he had been admitted to the ; some day when he had been elected to the slature; some day when he had decided he nt venture to run for Congress.

It was at this stage of the love affair that Mary 's wise and quiet counsel, which had already ed her daughter to make so many vital decisions, ailed again. 'Don't marry him until the ques- of Congress is settled one way or another,' she ioned. 'Let him feel that he is free to take ices. If he gave up the idea of running because as burdened with the responsibility and expense wife, he would regret it later on, and so would though neither of you realizes that now. If he and is defeated—why, that of course is a dif- nt matter.' So Julius ran and Florence waited, everything came out as they hoped it might.''

llowing the death of her husband, she became mber of the sixty-ninth Congress and has been very own, much-loved Congresswoman ever e.

ALAMEDA CLUB

Had a Party! Yep. The weather, not so good, but within the Alameda Hotel all was gay and cheery, as we fraternized with Alameda girls and so many others from the Bay District — more 'n a hundred. We chattered and dined and sang—lustily and joyously! Such a wealth of songs, and apropos!

Miss Lucile Hewett, president, is a perfect hostess, and her chairman of the evening, Miss Mabel Tennst, provided diversion. A pair of tots, a reading by a member, and a promising Caruso pleased mightily. Berkeley Juniors—glorious youth—gave us the "Symbol of the Emblem," impressive and enlightening to us new Nationals; we thrilled with the presentation of the ideals for which our organization stands!

The hospitality, the friendship, and the cordiality of the club made the long, wet trip worth while, and I feel that I now have a niche in that Alameda Club.

GURTY.

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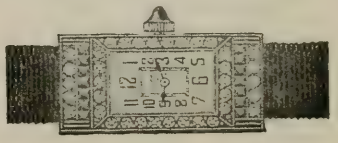

THOMAS P. DAVEY

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Phone GA rfield 8092 San Francisco

CLUB NOTES

B. M. Pierce

Last week Ceil Hamilton gave a splendid talk before the meeting of the Housewives' League. The subject was "Women as Citizens."

Carlie Tomlinson was one of the committee at the round table discussion on Technocracy last Wednesday night at the Women's City Club. A keen interest was shown in the subject.

Congratulations should be the order of the day for Eva Smith Hackett for her remarkable work with her production of "Pollyanna." The third performance of this delightful play was given on the 28th and met with great enthusiasm from children and grown-ups too.

Have you seen that lovely overstuffed club chair which Charlotte McClelland presented to the club? After Ida Reed once sat in it last week no one else had a chance, so ask Ida how comfortable it was.

Sympathy of the club members is extended to Ethel Woodruff Sullivan on the passing of her mother last week.

Dr. Adah Ruth Taylor met with a rather painful accident last week when she fell in the bath tub, loosening several teeth, and knocking out one. Early in January Dr. Spriggs also fell in the bath tub and fractured two ribs, "so beware of their lot—which I know you will not," quoting from Kipling—and look out for those slippery bath tubs.

Watch out in the *Examiner* for some pictures of Helen Doble, Dr. Taylor, and Lola Stillman showing how we work to get out The Business Woman.

Elizabeth Adams has just returned from a business trip in the northern part of the state and Frances Raymond is making preparations for one of her business trips.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

10 FEBRUARY 11, 1933 No. 6

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY FEB 21 1933 RECEIVED

February 13—Book Section, 7:30 P. M.

February 16—Choral Section, 6:45 P. M.

February 16—Thursday Open House, 8 P. M.

Hostesses

Elsie Monte — Eleanor Middlehoff
Grayce Dempsey — Rose Haas
Irene Herlitz

February 18—Installation Dinner, 6:30 P. M.
Fairmont Hotel.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

ALPHA AND OMEGA

EVENT EXTRAORDINARY

Another Club Year is Drawing to a Close
and our

ANNUAL OFFICERS' DINNER

will be held in the Venetian Dining Room of the Fairmont Hotel on Saturday, February 18, at 6:30 P.M.

In such beautiful surroundings we want every member and her guests to come and enjoy the delightful program arranged for us, not to mention the delectable food. This is our opportunity to welcome our new officers with assurances of our allegiance and co-operation, as well as to bestow our sincere gratitude on those who have so successfully piloted our Club Ship through the restless seas of 1932.

LET'S MAKE IT A TRIBUTE!

Reservations with Mrs. Burlingame
Price $2

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
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Except Saturdays

BIENNIAL CONVENTION

The Hotel Stevens in Chicago will be the scene of the Biennial Convention of the National Federation of Business and Professional Women's Clubs, to take place the week of July 9 to 15, 1933.

Mrs. Pearl Warwick, of Champaign and Chicago, former president of the Illinois Federation and director of the women's department of the Household Finance Corporation of Chicago, will be general chairman. For the past two years, Mrs. Warwick has been a member of the finance committee of the National Federation of Business and Professional Women's Clubs. Her extensive business experience makes her an admirable choice as convention manager.

As state examiner of small loan companies in Illinois in 1917, the first woman in the United States to fill such a position, she had the supervision of three hundred companies, representing an invested capital of thirty million dollars. In her present position she supervises the training of 339 women employees in 125 offices, and represents the interests of 250,000 women clients. No wonder it is felt that both the mechanics and the finances of the convention are in safe hands!

An unusually large attendance is expected, because the World's Fair will be in progress, and many distinguished foreign women representing the International Federation will be visiting the United States at this time.

—*The Independent Woman.*

LOOKING FORWARD

(From the *Independent Woman*)

One of the deepest joys of life is the gift anticipation, the capacity of looking forward. little children we look forward to Christmas. maturer years we anticipate school commencem travel, success in our vocation. Usually the cour to attempt a new undertaking is engendered by dream of its fulfillment. In our Federation life have had many goals to anticipate towards wh we have striven with united effort.

This particular year holds much to which we look forward with deep satisfaction. It is one of greatest joys of my administration that I, as pr dent, am able to welcome into our ranks the uni groups of Business and Professional Women of C fornia. We already know the type of women come from this great state, through our associat with members of the League of Business Professional Women of California, than which th is no finer in our organization. In our enlar family we anticipate contacts equally enriching stimulating.

The National Federation extends its hand in cere friendship and welcome to the California F eration of Business and Professional Wome Clubs—the old and the new.

GELINE MACD. BOWMAN

CLUB NOTES

B. M. PIERCE

After the outdoor figure skating contests, held the Yosemite Valley last week, Don Tresidder Mrs. Mary Tresidder entertained the guests a supper party. Many San Franciscans were prese

Jane Friendly (Mrs. Dorothy Rankin) presen the famous exponent of his system of Contr Bridge—Ely Culbertson—to her public last Mon afternoon. As might be expected, Jane had a pacity audience.

Sarah Ann Magill returned from her mount bungalow at Roger's Camp last week to attend dinner in honor of our National President Mrs. line Bowman. She reported cold weather and lots snow in the mountains.

Nan Lawrence spent the week-end driving to Angeles with friends, and returned on Monday.

Miss Agnes Bowyer, of the firm of Macdona Bowyer (Publicists) who have been located on P Street for some years, reports they have now tak some new and spacious offices in the Russ Build —Suite No. 1247. Her firm is now prepared to t care of all kinds of publicity work.

Judge Theresa Meikle addressed the Pare Teacher Association on the subject of "Tremendo Trifles," at the first meeting of the Aptos Jun High School.

Marie Jensen, who has been ill with the flu for last two weeks, was recently made secretary of Stanford College Women's Alumni-Business Secti

Since her return from Washington, Annie Lit Barry has been busy going to Federated Club me ings about the state. She presided at the meeti at Fontana and attended the session of the nomin ing committee for new officers held in Fresno l week.

Mrs. Agnes Bowen, who was the leader of choral section of the Ogden Business and Prof sional Women's Club, visited our club rooms la Thursday.

Nell Barr has now become associated with Whe sel's Beauty Parlor at 77 O'Farrell Street.

HOUSECLEANING!

ps, it 's spring cleaning time in the club rooms. house committee is hard at work, taking stock, ing inventory, and looking, with some bewilder- t, at that closet that is so full of all manner of terious packages and strange articles.

on the new board comes into office, and it is fair that they should have room for all that nsion and growth that we are expecting from new administration. So, dear member, if you mislaid a palm tree or an overshoe, a white hant or a pink kangaroo, do come in to the club ns within the next week and claim your belong- or consign them to oblivion.

hank you!

BOOK SECTION

rs. Daisy F. Reed, familiar to many club mem- through her published book reviews in the *Wo- 's City Club Magazine*, will review some inter- ng books before our club section on February 13. rs. Reed does not wish to be called a profes- al reviewer, yet she has appeared before various ips and quite frequently spoke for the League ore the amalgamation.

he will take Van Wyck Brook's *Sketches in Criti- n*, outlining briefly his theory of modern litera- thought. Following this she will discuss Mary tin's two books, *Everyman's Genius* and *Earth izon*, showing their working out of Van Wyck ok's theory and indicating their place and sig- eance in modern literature.

here should be a large attendance, not only be- se of this interesting program but also because chairman for the new club year must be selected.

CLARA BROWN, Chairman.

book section suggests:
nn Vickers
Sinclair Lewis draws a portrait of the modern woman who chooses a brilliant career rather than matrimony.

THURSDAY EVENING, FEBRUARY 2

nother delightful evening.

he question seemed to be "to jig or not to jig," we noticed that even some of the bridge en- siasts seemed to have transferred their affections, least momentarily.

Ve were pleased to have the opportunity of meet- Mrs. Bowen of Ogden, Utah, who is a member he Business and Professional Women's Club in t city.

Mrs. Motte, guest of Anita Mayer, and the Misses rbeck, guests of Mary Jackson Rowden, spent the ning with us.

To Elsie Monte we are indebted for the delicious te which we were privileged to serve. Many nks, Elsie.

Mrs. Saxon and Mrs. Rowcroft, new members, ited us for the first time on Thursday evening. are told that special receipts for the frigidaire re swapped between different members.

DRAMATIC SECTION

There will be NO meeting of the dramatic section Tuesday evening, February 14. A special program is being planned for the evening of February 28.

SYLVIA KEMPTON, Chairman.

ALAMEDA CLUB

We hear that the Alameda Club is enjoying an unusually interesting course of round table study and discussion on the causes and cure of depression. The course has been outlined and is being conducted by Miss Louise Jolly, who is state chairman of Education.

As Miss Jolly has had unusual training and experience in the economic and educational field, the members of the club are deriving much benefit from her leadership in the course. Special study is given to current publications, and prominent speakers have been enlisted to present their views to the club.

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Such, it would seem, was the belief of our Jessie McKinney when she aspired to the topmost rung of the high ladder in that illusive field of interior decoration, as her goal.

Aided by the bracing winds of her native city, Seattle, each moment which could be spared from the secretarial work by which she earned a livelihood was devoted to diligently pursuing the art of putting personality into the home. When the opportunity offered of devoting her entire time to study, she entered the University of Washington, specializing in Fine Arts.

Jessie learned what was meant by period furniture; when to use it; what were antiques, what not; what colors were suitable for north rooms, what for south; the intricacies of the warp and woof of rugs; a great deal about fabrics, and much, much more. And to this academic knowledge were added her love of beauty and the discrimination and instinctive appreciation of the finer things of life that are her natural heritage.

The next step was New York, where, among the hundreds of would-be decorators, Jessie's unusual abilities were recognized. She was chosen to take charge of an exhibition of fifteen outstanding decorators, where her business acumen and her understanding of people, added to her technical training in decorating, were particularly valuable. From there she went to the Arden Studios, nationally known for their fine exhibits, and had charge of their Madison Avenue shop and show window.

But evidently Fate had something else for Jessie to do. A serious break-down, brought on by overwork, forced her to abandon her dream, or at least to make it her avocation and to choose work which would take her mostly into the open. So, with her usual discrimination, Jessie elected to come to San Francisco to recuperate from her illness and to make a place for herself in the business world. Making the best of a disappointment, she turned to the field of selling. What more fitting than that she should choose an item which she knew well, by years of usage, at least—carbon paper and ribbons.

With her keen sense of humor, kindly disposition, and understanding of human nature, Jessie has endeared herself to those of us who know her, and troubles have a way of vanishing when her fine hand takes the helm.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 FEBRUARY 18, 1933 No. 7

Weekly Program

February 21—Business Meeting, 12 M.
Club Rooms.

February 23—Choral Section, 6:45 P. M.

February 23—Thursday Open House, 8 P. M.

Coming Events

UNIVERSITY OF CALIFORNIA LIBRARY FEB 21 1933 RECEIVED ACADEMY OF SCIENCES

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

INSTALLATION DINNER

Many readers of the *Saturday Evening Post* have en particularly interested in an article written by rolyn Wells, in which she courageously tells that e has but two years to live. Her final query, 'hat would you do, had you but two years to e?" seems to have started many thinking—as has en indicated by various press comments. Unusual is the article, are the answers—all of us having ied conceptions and goals. However, were the ne question put to members of the San Francisco siness and Professional Women's Club, we ven e to believe that with one accord the answer uld be greater LOYALTY to our club and its als, in our allotted time.

During the past year, our officers have given undantly and graciously of their time and ability. erefore, let our Installation Dinner be a gesture appreciation of all they have done and a pledge our loyal support to all the club's activities dur- the year which lies before us.

To new members we would say—come once to s annual family gathering and never again will u need to be urged. Old members know for them- ves that even the menu, which is arranged to meet e demands of the most fastidious epicure, and e delightful program, can only be eclipsed by the endly smile and the sincerity of handclasps.

If you wish to experience to the fullest degree the ngled joy of giving and receiving, be with your ib in the Venetian dining room of the Fairmont otel, Saturday, February 18, at 6:30 P. M. Tickets ould be procured immediately from Mrs. Burlin- me. The price is $2.

Remember, you can't afford to miss this most im rtant event of the year. So, come one and all . . d bring your friends!

NAN LAWRENCE.

SPECIAL DRAMATIC SECTION PROGRAM

We now have three club members who are engaged in dramatic work: Eva Smith Hackett, who has been a member for several years; Claire Ingham, who comes to us from the League; and Mme. Maria Glenn Estill, who recently joined the club. These three members have consented to put on a program for the dramatic section at the next meeting, which will be Tuesday evening, February 28. All members of the club are invited to attend.

Details of the program will appear in the next issue of THE BUSINESS WOMAN.

SYLVIA KEMPTON, Chairman.

THURSDAY EVENING, FEBRUARY 9

What a wonderful surprise when we opened a package sent in by Mary Solari—a beautiful cake, appropriately decorated with "B. W." A delicious creation sent to us by Betty Walton was also enjoyed by all, and to Bertha Pierce we express our thanks for the cookies which she so kindly provided.

Again the "Jiggies" seemed to be most popular. We had a variety indeed with the two new ones furnished by Ellen Robbins and Louise Stivers. You only need to see the great interest taken in all of our gifts to convince you that your thoughtfulness was not in vain.

As the year draws near its close, we cannot help but again express our appreciation to you all for your kindness, friendship, and help during every step of the way.

"You have given your reception committee chairman for 1932-33 something which can never be taken away, a memory, a very wonderful memory." We have given you the best that was in us, and we only regret that we could not do more.

BLANCHE I. NEWTON, Chairman.

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Except Saturdays

ELECTION RETURNS

At the election held on February 7, 1933, the following were elected officers of the club for the ensuing year:

President, Bertha J. Dale; First Vice-President, Margaret Torreyson; Second Vice-President, Sylvia Kempton; Secretary, Florence Attridge; Treasurer, Alice Kennedy; Auditor, Amabel Wilson; Directors: Rae Morrow, Marion Morris, Margery Shaffer.

Florence Attridge,
Recording Secretary.

HOOT—LASSIES!

Another walk looms on Sunday next — February the 26th. There is to be ground-breaking or deep-sea digging — something eventful to do with that Golden Gate Bridge—way out thar nigh Old Fort Point. Thusly, we must be on hand to know what's doing! Quite a walk, but level and sea-bracing. Eat a good brek-fust, 'cause eats are minus in that locale and we may be quite a bit without sustenance. Take a Geary D or a Union Street line—right to the very entrance to the Presidio, and be there at 10:30—SEE THAT HOUR!

AND—cometh Washington's Birthday—Wednesday—the 22nd. Pauline Frederick opens at the Alcazar in her new play—dramatic and fine. We have a party that *afternoon*, price 83c—and seats downstairs. If you would like to enjoy the play—let me know AT ONCE.

Gertrude D. Tubbs,
Chairman—DOuglas 2945.

RING IN THE NEW!

As the time draws near for The Busi Woman to pass to the hands of a new staff fo coming club year, we of the past wish to than many contributors for their help during the twelve months.

The editor is particularly grateful to the mem of her staff, all of whom have co-operated so lessly in their efforts to bring to you a paper might merit your approval.

We look forward with interest to The Busi Woman of 1933, reflecting, as it will, the interests of a united group, and piloted by the ble hands of our new editor, Ethel L. Maxwell.

OUR DISTINGUISHED GUEST

On Thursday evening, February 9, Char McClelland, president of the San Francisco with several members of out-of-town clubs a few of our own members who could be rea quickly, entertained Miss Mary Stewart at di

Miss Stewart is education chairman of the tional Federation and has been on the board the inception of the National, and in fact earlier, as she spoke of herself as having be "pre-natal influence."

Miss Stewart has an outstanding and respon position with the Federal Government, that d sistant director of Indian Education, Bureau Indian Affairs of the Department of the Inte Her work consists of shaping policies and plans Indian education and the administration of education division in Washington.

After dinner Mrs. McClelland showed our g the fine view of San Francisco and the Bay re from the roof garden of the Western Wom Club, with the moon overhead. Then, joining regular Thursday group in the club rooms, Stewart talked informally to the members and guests. Her listeners realized how close to her h is her subject, the National Federation of Busi and Professional Women's Clubs, and while her was lightened with amusing stories and facet comment, there was serious thought behind it all the betterment of women generally.

She told of the eloquence needed at the var national conventions to overcome the ancient a ments of the delegates opposed to raising the She touched on the important work of the Fed tion in extending scholarship loans to deser young women and in vocational guidance for oth Her final word was one of justifiable satisfac in what has already been achieved in making spectable all kinds of useful work well done women, and in high hope for the future.

We were happy to welcome from out of town, Empey, first vice-president of the State Federat Miss Florence Stahl, recording secretary of the District, and Mrs. Miller, all from San Jose; Hewitt, president of the Alameda Club, and with Miss Louise Jolly, State chairman of education. hope they will come again soon without the ind ment of a special attraction.

Ethel Maxwell

NOTICE

Because it follows so closely the installation ner, it has been decided to omit the dinner meet on February 21. A call meeting will be held at n on that date to take its place, to conform with By-Laws.

DRIVING THE GOLDEN SPIKE

When life is ready to use you,
You are always drawn into it;
You cannot hasten your tides;
But when the waves begin breaking on the beach,
You cannot stop them.

ARMINE VON TEMPSKI.

ere you one of the privileged "400" to grace gay ballroom of the Western Women's Building Saturday night, to pay tribute to our National ident, Mrs. Geline MacDonald Bowman?

so, we are sure you went away feeling that e is ready to use YOU," and brought to your particular small world, no matter how topsy- y you may have left it, inspiration and determi- on to dissolve the mountains into mole-hills, and your eyes to the rising sun of glorious oppor- ties confronting women!

was a brilliant gathering and included distin- hed guests from far and near, among them g Miss Avis Lobdell from Portland, Oregon, and s Alice McAndrews from Reno, Nevada, as well splendid representation from our neighboring s.

rom the moment our gracious President, Mrs. rlotte McClelland, extended our welcome to Mrs. man and delivered to her the "key to our ts," the door was wide open and we were in- ed or instructed by each word uttered.

seems hardly fair that one person should be sed with so many talents: a radiant personality, rilliant mind, a delicious sense of humor, and a utiful voice. But that is the way of Nature. It fine thing that she is using these great blessings ard furthering such a splendid cause: to more ely unite sixty thousand women, members of our ional organization, and bring them into sympa- ic understanding.

lone we can accomplish nothing. By joining ds, believing in each other, and becoming organ- l, these women of trained minds and intelligence accomplish much toward creating a better world business women and thus do their bit toward ling the tragic misfortunes from which the world uffering today.

delightful program was furnished, with the e assistance of our own accompanist, Ruth Lester l. We were thrilled by a "surprise" number n Mrs. Bowman stood and, in her rich contralto e, answered the song of her natal state "Carry Back to Old Virginny." She later confided to us t music was once her profession.

Early in the evening Mrs. Bowman had expressed at admiration for our redwoods. It was a fit- g tribute that our Marin group paid in presenting her, through their President, Mrs. Paul Dubois, ne photograph of these selfsame trees, in a speech ociating and embodying music and trees.

We shall not forget this gathering and the fine ssage left with us, even for a year and a day. It s an epoch in the history of the Business and ofessional Women's Club—a sort of driving of golden spike, as it were, connecting us with our at national, and even international organization. s. Bowman took our hearts away with her, and shall eagerly await her return.

In the meantime, however, what are we going to with our business-trained lives? As Mrs. Bow- n pointed out to us, "the eyes of the world" are on us! How are we going to answer this challenge womanhood to contribute something worthwhile the progress of the world, and make a place for rselves in the sun?

BETTY WALTON.

CLUB NOTES

B. M. PIERCE

Lillian Hall presided at the program luncheon held last Thursday at the Hotel Cecil by the Women's Safety League.

The Camera Club, at 45 Polk Street, has on display for the month of February a number of views of sailing vessels furnished by Olga Dahl. The entire collection on display numbers almost a thousand, including many rare and beautiful pictures.

Henri Napier Carmer is completing her series of talks at the Metaphysical Library, 177 Post Street, at noon on Thursday, February 23. Her subject will be "Emerson—A Man for Our Time."

Well, the Happy Event has happened. Old Doctor Stork brought a baby boy to Mr. and Mrs. Sam Radelfinger—Madge to us. Both mother and son are doing very nicely at the Children's Hospital.

Mrs. W. B. Bonfils—Annie Laurie to her public, and feature writer of the *Examiner,* is the only woman ever made honorary member of the San Francisco Police Department. She has accepted an "order" to attend the Policemen's Ball to be held on the 25th.

Bessie Henderson writes she will be up from Carmel to attend the installation dinner, coming up on the 16th to have time for a little visit with old-time friends. She says Carmel is just beginning to put on spring clothes.

Mary Crookston is very happy these days as she has a brand new granddaughter, born to her daughter last week.

Sorry to hear of Nora Blichfeldt's illness with flu followed by an operation for appendicitis. We hope she has entirely recovered and is able to resume her studies at Stanford.

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BUSINESS WOMEN'S WEEK

National Business Women's Week is the high-water mark each year for the Business and Professional Women's clubs throughout the country. Its date is always early in March, and this is the sixth annual observance.

Miss Emma Dot Partridge of New York City, who was executive secretary of the National Federation from 1924-1927, is responsible for suggesting the plan. The week was originally designed to turn the spotlight of publicity upon the achievements of business and professional women.

Although it hasnot strayed entirely from that idea, the emphasis has changed from how business women can improve their own status to the contribution they can make as citizens. The program for the current Business Women's Week focuses upon the relationship of the business woman to the community in which she lives. Such topics as what men and women can do to better municipal governments, how the world can be safeguarded against unemployment and depression, and how we may achieve a higher ideal of social justice will be discussed by 1,325 business and professional women's clubs throughout the United States.

The most important event during the week is the public relations dinner. This year the entire Bay region is joining with the Oakland club in a big dinner to be held on Saturday, March 11. This will be held in conjunction with the regional monthly meeting. Save this date—more details will be furnished later.

The club will broadcast a number of talks over the radio. The schedule will be printed later so that you may listen in and tell your friends about the broadcasts, which are being arranged by Margery Shaffer.

For several years the League has given vocational talks during this week to the various high schools and junior high schools in the city. This will be continued this year, in charge of Rose Miller.

Through Ethel Johnstone, chairman of the Business Women's Week Committee, it is expected that the National emblem will be displayed in flowers in Golden Gate Park, in front of the observatory. This has been done for several years.

"Clothes for the Business Woman" will be displayed in the stores, which will be taken care of by Marie Jensen.

Publicity for the week will be handled by Lucia Steidel and Fern McGrath.

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SPECIAL COLLECTIONS

The Business Woman

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Business and Professional Women's Club of San Francisco, Inc.

10 FEBRUARY 25, 1933 No. 8

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY FEB 24 1933 RECEIVED

February 27—Civic Section, 7:30 P. M.

February 28—Dramatic Section, 7:30 P. M.

March 2—Choral Section, 6:45 P. M.

March 2—Thursday Open House, 8 P. M.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

DRAMATIC SECTION PROGRAM

At the next dramatic section meeting on Tuesday ning, February 28, we are to have a special pro- m put on by those members of the club whose fession is dramatic work; namely, Mrs. Eva ith Hackett, Miss Claire Ingham, and Mme. ria Glenn Estill. The program, which will begin eight o'clock, will consist of monologues by Miss gham; songs by Misses Alice Hildebrand and ne Kamlan, pupils of Mme. Glenn Estill; and nologues by Miss Alyce Gesbocker, pupil of Mrs. ckett. All members of the club are invited to end.

I am also pleased to announce that Rose Bezek is be chairman of the dramatic section for the uing year. Miss Bezek is particularly well fitted this work, and we are looking forward to a year t will be rich in dramatic achievement. Let's gin it by a good attendance on the 28th.

SYLVIA KEMPTON.

COMMITTEE CHAIRMEN

The following chairmen of standing committees have already been appointed and are busily engaged in organizing their work for the coming year: finance, Sylvia Kempton; membership, Estelle M. Kane; program, Elizabeth Adams; reception, Betty Walton; publicity, Lucia Steidel.

We are fortunate in having our finances directed by Sylvia Kempton, who has already shown herself so capable as dramatic section chairman during the past year. Estelle Kane, a wide-awake member who comes to us from the League, is preparing to solve the problem of a bigger and better membership. Elizabeth Adams will bring to the program planning a fine discrimination and a keen understanding of our club needs. We are all looking forward to meeting our popular member, Betty Walton, in her new role of reception chairman, and we are assured that our publicity will be well handled under the efficient direction of Lucia Steidel.

GREETING FROM OUR PRESIDENT

To all members, old and new, your President and Board of Directors give greeting for the new club year upon which we are entering. Last year's administration steered a successful course, and it is our responsibility to carry on.

New opportunities await us during the coming year and present a challenge to us as business women. We have courage and high hope and, with the splendid spirit of the San Francisco Club behind us, we feel confident of a successful year.

We ask your co-operation with our committee chairmen in all their activities. We cannot play a lone game—real success comes only with good team work.

Let us be kind; let us be tolerant; let us cultivate understanding and vision so that our club, of which we are so proud, shall ever go forward to better things.

BERTHA J. DALE, President.

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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson
Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

NOTICE TO CONTRIBUTORS

Contributions for THE BUSINESS WOMAN should be sent to Ethel Maxwell, 1227 Stanyan Street. Copy must be received by Saturday morning for the issue of the following week.

"LAKE OF FIRE"

Members of the book section will be interested in the announcement of a new novel, *Lake of Fire*, which was published this week by Lionel Houser, literary editor of *The San Francisco News* for the past seven years, who very recently addressed the group on contemporary fiction.

Lake of Fire is a difficult piece of fiction to classify. Its plot contains the chronicle of a man "in search of his other self." It concerns a glib and sophisticated young woman by whose allure the searcher is attracted and by whose character he is repelled, and it concerns, finally, the master of a notorious old ship off the California coast. Its backgrounds are Burma, New York, San Francisco, and Mexico and, to a great extent, the sea. Anyone who has read Mr. Houser's column or has heard him speak will be particularly interested in the style, which meets all one's expectations, as it has a curious beat and rhythm, regular as the shattering of breakers on a beach, which, garmenting the narrative, produces a compelling effect.

An interesting sidelight on the book is that the late Frederick O'Brien, author of *White Shadows in the South Seas*, read the manuscript and encouraged the author to proceed with it. M. V. G.

QUESTIONS FOR THE BUSINESS WOMAN

National Business Women's Week will be c brated in the Bay region by a dinner at the H Leamington in Oakland on Saturday evening, Ma 11. San Francisco, Oakland, Berkeley, Richm and Alameda are joining in this dinner, which be under the auspices of the Oakland Club. Re vations should be made with Mrs. Burlingame.

During this week, as we hear more of the a and achievements of business women through the country, it is well to give special thought the problems which are facing us as business wo in this particular year. Mrs. Geline MacDon Bowman of Richmond, Virginia, president of National Federation of Business and Professio Women's Clubs, has given some helpful suggesti on how we can best meet the present economic cri

"Every business woman in America can m the depression pay her dividends," says M Bowman. "They may not be the kind of wh savings banks would take account. They will take the form of coupons of interest. But they r resent a far surer safeguard for the future t stocks or bonds. Their value comes in increa strength of character.

"To determine whether the depression has b an asset or a liability to you, ask yourself th questions. Do it just the same whether you are ployed or jobless.

"Has the crisis shaken me out of static thinki Have I a broader sense of human duty as a re of the suffering I have seen? Have I put s satisfaction behind me? Have I learned that I m develop to the utmost my intelligence, every pacity I have which is not now utilized to its f est limit, if I am to prove my fitness to survive the midst of disaster? Am I content to see m palliatives applied in the present crisis, or do appreciate the need for determining the causes the unrest and working steadily towards a per nent cure? Have I glimpsed as a result of the c rent chaos the necessity for a new ideal of soc justice?

"The business woman who can answer all th questions in the affirmative may chalk up the depr sion on the credit side of her ledger. She may get an immediate job in this depression, but she w 'hold her own' better if another comes.

"And I maintain most business women can gi affirmative replies, even if they chance to be m bers of the army of the unemployed. Thousands business women in many sections of the coun have similarly profited and are ready to make significant contribution to the cause of a bet civilization now and when the crisis is over."

E-R-R-O-R

Last week's issue announced a walk for the 26 . . . it already happened on the 19th . . . the wri mixed her calendar . . . PLEASE 'SCUSE!

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LADIES—AND GENTLEMEN, TOO!

STOP! LOOK! LISTEN!

March 5 to 11 is National Business Women's Week. During this particularly important period ur members speak to high school pupils and over the radio on National aims, achievements, and bjectives.

This year, through personal contact, I have succeeded in lining up sixteen individual radio alks as well as two and three daily announcements over all stations. The complete radio program nd names of speakers will appear in next week's BUSINESS WOMAN. All members are requested o listen in—and do tell your friends to do the same! Boost this National Business Women's Week all you possibly can.

The larger stores will have posters and window displays. Through the efforts of our chairman, Ethel Johnstone, the National emblem is to be worked out in flowers and foliage in front f the Conservatory at Golden Gate Park.

Remember the date—March 5 to 11.

MARGERY ETHELLE SHAFFER.

UR PUBLICITY CHAIRMAN IN THREE ROLES

ile Lucia Steidel modestly insists that she is t to be known as Mrs. Raymond's daughter rances Steidel's mother, her fellow club mem- egard her in quite another light, as a success mbining three jobs, that of mother, housewife, usiness woman. Her versatility has been shown g the past year while serving the club as pub- chairman, and we are glad to learn that she ontinue her efficient work through 1933.

ter graduation from the University of Chicago, Steidel was employed for four years on a small newspaper in Indiana. She says she was in- to all the parties because the hostesses wanted ups in the society column, but we feel sure not e invitations came for that reason.

1913 the town was flooded, and she had the al experience for a young girl of getting out ntire paper, as she was the only member of the not flooded out. The federal government sup- her with bulletins concerning sanitation and h, which the youthful editor passed on to the people through the newspaper columns.

ter she had a more serious and exciting experi- with a worse flood in the West Virginia coal s, when she and her husband, a mining engineer, y escaped with their lives. While cleaning the feet of water out of her house and for three s thereafter, Mrs. Steidel was much too busy to e the suffering neighbors from listening to the y yelling of young Frances, engaged in cutting teeth. She says in the excitement of the flood as quite unaware that her baby was crying. In of the results, we recommend to inexperienced ers in the handling of their young a certain e of indifference.

San Francisco Mrs. Steidel did personnel work one of the national typewriter companies, until stablished her own employment agency. She cquired an enviable reputation among business s by her ability to fill positions with experi- l and qualified executives of high type.

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CLUB NOTES

B. M. Pierce

Josephine Hogan came down from Stockton for a little visit last week and came into the club rooms just to say "Hello" and "Goodbye."

The Women's Athletic Club of Oakland was the scene of a formal dinner tendered to Annie Little Barry by the Athene Sorority of California. Judge Theresa Meikle and Lucia Steidel attended from San Francisco.

Our heartfelt sympathy goes out to Lillian Palmer in her recent bereavement. Word was received from her telling of the sudden death of her mother in Los Gatos last week. Also to Agnes Duffy as word comes to us that her brother passed away suddenly in Los Angeles.

Charlotte McClelland has accepted an invitation to be present at the opening of the bids for the San Francisco-Oakland bay bridge at the ceremonies to be held in the Assembly Chamber at Sacramento on February 28.

Callie Bachich and her brother motored up to Sonora the week-end of the 11th for a little visit with their mother.

Our very newest member, Pearl Smith, spent the Lincoln's birthday holiday week-end visiting friends in Los Angeles.

Mr. and Mrs. Lidstone, Ethel Maxwell's parents, celebrated their golden wedding anniversary on the 14th of February.

About twenty of our fellow members attended the lovely Valentine bridge party held at the Women's City Club last Tuesday evening.

The honor of being one of the insurance leaders for the John Hancock Company for the month of January goes to Eva May Fleming. She was given a very nice write-up in the *Examiner*.

We extend our sympathy to Cornelia Farrell, whose brother passed away suddenly last week.

Past presidents of the Corona Club will be paid their annual compliment at a musicale on February 23 at the Western Women's Club. Annie Little Barry and Mrs. Helen Knight head the list to be so honored.

I wish to thank everyone for the fine spirit of co-operating the past year in gathering Club "News." Commencing with the next issue of The Business Woman, kindly send your items to Dr. Adah Ruth Taylor, PR ospect 8989.

HAVE FAITH

(*Contributed by* Ada H. Brace)

Most men go to pieces when they have had a few beatings. They wilt. They fade away. They crawl into a safe little corner and hide while the great rough tide of glorious life rushes past them. The fact is that defeat is the normal thing in this haphazard little world and victory comes but seldom. Every victory usually is the result of a long series of defeats.

A man must have faith in himself and in what he is trying to do. He must say "I can." He must back himself to win. He must bet on himself. He must have faith in the people he works with. He must believe in his team. He must see the better side of his co-workers and not think that his own point of view is the only right one. He must have faith in those great principles that make us superior to the animals of the forest — truth, honesty, sympathy, justice, progress.—*Forbes Magazine.*

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The Business Woman

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10 MARCH 4, 1933 No. 9

SPECIAL COLLECTION

Weekly Program

March 7—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

March 9—Choral Section, 6:45 P. M.

March 9—Thursday Open House, 8 P. M.

Hostesses
Margaret Bell
Elsie Maclaren — Louise Stivers
Susie Hicks — Allene Schuerbrock

Coming Events

ACADEMY OF SCIENCES
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SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

BUSINESS WOMEN'S WEEK RADIO SCHEDULE

STATION	DAY	DATE	TIME	SPEAKER
KYA	SAT.	4	12:03-12:18	Miss E. Louise Jolly
"	MON.	6	12:03-12:18	Miss Margaret Torreyson
"	TUES.	7	12:03-12:08	Mrs. Eva Smith Hackett
"	WED.	8	12:03-12:18	Mrs. Charlotte McClelland
"	THURS.	9	12:03-12:08	Dr. Frieda Kruse
"	FRI.	10	12:03-12:18	Mrs. Dorothy Rankin
KFRC	TUES.	7	4:25- 4:30	Miss Ella Lehr
	3 Announcements, March 6, 8 and 10			
KFWI	TUES.	7	12:30-12:45	Mrs. Mary K. Solari
"	THURS.	9	12:30-12:45	Judge Theresa Meikle
	3 Announcements, March 6, 8 and 10			
KTAB	TUES.	7	3:30- 3:45	Dr. Rae Morrow
"	THURS.	9	3:30- 3:45	Mrs. Rose McKenna
"	SAT.	11	3:30- 3:45	Mrs. Frances E. Raymond
	4 Announcements, March 5, 6, 8 and 10			
KJBS	MON.	6	3:15- 3:20	Mrs. Helen A. Doble
	4 Announcements, March 7, 8, 9 and 10			
KGGC	SUN.	5	10:30-10:40 a.m.	Miss Bertha Dale
"	TUES.	7	7:00- 7:10 p.m.	Miss Elizabeth S. Adams
"	FRI.	10	7:00- 7:10 p.m.	Miss Mary K. Mooney
	3 Announcements, March 6, 8 and 9			

Subjects by above speakers:

THE EDUCATIONAL CHALLENGE OF BUSINESS WOMEN.
WHITHER BOUND?
WE GIVE
FELLOWSHIP AMONG WOMEN
IS THE GOOD EXECUTIVE A MAN OR A WOMAN?
ACHIEVEMENTS OF WOMEN
IDEALS OF FEDERATION
SCOPE AND IDEALS OF THE NATIONAL ORGANIZATION
OBJECTIVES OF THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN
THE NATIONAL FEDERATION
EVOLUTION OF THE BUSINESS WOMAN
SUCCESS QUALIFICATIONS OF THE BUSINESS AND PROFESSIONAL WOMAN

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Treasurer.....Alice B. Kennedy
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Honorary President, Lillian Palmer

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Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

CHAIRMEN OF STANDING COMMITTEES

Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Estelle M. Kane
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Dramatic.....Rose A. Bezek
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

OPEN HOUSE

A gay throng gathered in our club rooms on Thursday evening, February 23, to receive a royal welcome and a "come-again" handclasp from our new reception chairman, Betty Walton.

New members and guests mingled with the old, all of us catching the spirit of Betty's characterization of our Open House as the "friendship development section." For, as our hostess so well said, in these difficult days in which many of us have some enforced leisure time on our hands, we may well devote some of it to the developing of helpful friendships.

So let us save our Thursday nights for renewing the old acquaintances and initiating the new. We may be sure that such time will be well spent.

It was a pleasure to see our beloved member Annie Little Barry, as well as our presidents, old and new.

To Charlotte McClelland and Hazel Dominick we were indebted for the delicious refreshments, and to the reception committee we extend sincere appreciation for a delightful evening.

M. M.

INVITATION FROM BERKELEY

An invitation has been received by Miss from the Berkeley Business and Professional en's Club asking our members to attend the ternational Program and tea to be held i drawing room of the Women's City Club, Durant Avenue, Sunday afternoon, March 5, 3 to 6.

Nine prominent members of the Berkeley listed in the recent issue of "Who's W America" will be honor guests. The program interesting one, and it is hoped that many o members of this club will avail themselv Berkeley's cordial invitation.

MARKING A MILESTONE

The youthfulness of the American woma often been remarked. Perhaps the secret of i in the graceful way she has of marking her stones. At any rate, two hundred nice-appe members of our club marked a significant mile in our progress at the installation dinner a Fairmont Hotel on Saturday, the 18th.

No one could have been more witty than Annie Little Barry, who knew only overnight she was to be toastmistress. Her "tongue mo was in perfect condition and no one looked f wanted "terminal facilities" in things she h say. A genuine message of inspiration for the club year was given as she wished us to go for together to meet the new day.

A pleasing program of music was given b Bank of America Glee Club, who took us down i melodious trails under their director, Graham ter. Mr. Harold Brown, the accompanist, pl some selections of his own composition most e tainingly. Miss Elizabeth Selden, accompanie Miss Muriel Olafson at the piano, favored us several dance numbers.

Many distinguished guests were at the head t Among them were Mrs. Mabel Gregson, presi of the Bay District of California Federatio Business and Professional Women's Clubs. O presidents were Mrs. Inez Boren, Burlingame; Haidee Pohlman, San Mateo; Mrs. Margaret son, Richmond; Miss Lillian Owen, Palo Alto; Luella Stone Swanger, Oakland; Miss Lucille itt, Alameda; and Miss Bertha Schellenger, p dent of the San Francisco Women's Traffic Clu

At the close of the program our 1932 presid Mrs. Charlotte McClelland, graciously yielded symbol of her office to the incoming president, Bertha Dale, who as graciously accepted. Miss then introduced her official assistants each in t Miss Torreyson presented, in behalf of the league members, a pin to the new president, this being the emblem of our national organization

An earnest closing speech from Miss Dale ro a sense of loyalty to our club in each member ent and all must have felt the Installation Di was in every way a fine occasion.

CLARA BROW

University of California Extension Divi sion announces a course in "Chinese Art and Culture" by

DR. HENRY H. HART

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Extension Building — 540 Powell Street

NATIONAL BUSINESS WOMEN'S WEEK

he high point in the observance of National iness Women's Week by our club is the dinner Saturday, March 11, at the Hotel Leamington)akland, at 6:30. In this we are joining with the land, Berkeley, Richmond and San Leandro)s. This will be a very interesting dinner and s urged that as many of our members attend as sible. The price is $1.10. Send reservations to . Burlingame by Wednesday, March 8.

here will be a worthwhile program, although we iot yet announce the speaker. You can depend t that you will not be disappointed, however.

isten in to the radio broadcasts, arranged by gery Shaffer, a schedule of which is published where in the paper. Take a drive out to the k and see the National Federation emblem dis-ed in flowers and foliage in front of the con-atory. Look in the department stores for dis-s of clothes for the business woman. Look in daily papers for special write-ups, from Ninon he *Chronicle*, Babette in the *Examiner*, Genevieve Reid in the *News*, Dorothy MacDonald in the *-Bulletin*. Also look in the home economics de-tments, Cynthia Grey (look for the favorite reci-of well-known business women), Jane Friendly, Welcome, Prudence Penny. Listen to Ann come and Prudence Penny broadcast on house-ping for the business woman. Look for the spe-feature in *Shopping News*. Don't neglect the orial page.

t is rather thrilling to think that throughout the ted States 1325 other clubs are celebrating Na-al Business Women's Week and doing many of same things we are doing in our own club. Sixty usand business and professional women through-the United States united in a common objective nteresting to think about.

Ve can be proud of the National Federation for two important researches it has sponsored into problems of business and professional women. first was an inquiry into the occupational his-y of nearly 15,000 members of the Federation, ch disclosed illuminating facts about the stabil-of women in the business world, their earning acity, their education, their living conditions, r ability to save. The Research Committee, of ch Dr. Lillian M. Gilbreth is chairman, is spon-ng a second research to determine whether the dle-aged business woman can combat the situa-through adult training or psychological adjust-nts. Three volumes about the first survey and a ime to be published upon the completion of the nd will constitute the most illuminating litera-e about business women yet produced.

FERN MCGRATH.

BOOK SECTION

Our last meeting of the club year was one of the most pleasant of all those we have had. Mrs. Reed was everything we had anticipated—with pleasing additions. The section was most fortunate in securing her and all of us hope she will come again.

So much did she glean for us from both *Everyman's Genius* and *Earth Horizon* that the section voted to order both books for the club library.

We have the very good news to announce that Miss Grayce Dempsey has accepted the chairmanship of the book section for the next year. Into her capable hands we are proud to deliver the leadership of the section.

CLARA BROWN.

A TWENTY-DAY CRUISE TO HAWAII FREE

I am a contestant for this perfect trip, which is to be given to the two San Francisco women receiving the most votes. Each merchant or business firm issuing votes in this campaign will give 100 votes on each dollar, or fraction thereof, in cash received during the campaign, either as a cash sale or received on accounts.

If you patronize any of the firms listed below, I would appreciate your giving your votes to me.

Art Floral Co.	The Albert S. Samuels Co.
Ideal Laundry, Inc.	Hastings
Wm. L. Hughson Co.	McLean's
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CLUB NOTES

ADAH RUTH TAYLOR

We are sorry to hear that Clotilde Grunsky was operated on for appendicitis at St. Luke's Hospital last week. As this goes to press, she is reported as doing nicely and will soon be with us again.

Word comes from Lucile Pattillo that she has definitely located with a bank where she formerly worked in Dallas, Texas. She sends best regards to all her old San Francisco club friends.

Our former club reporter, Bertha Pierce, spent the holiday visiting friends in Sacramento. Atta girl, Bertha! Enjoy yourself; you deserve it. Your work for THE BUSINESS WOMAN was always clever and interesting. Here's hoping we can do half as well.

Big doings down Burlingame way: Charlotte McClelland and Julia Rossow were guests of the Burlingame Club at their cabaret card party.

On February 23 Sylvia Kempton attended the Industrial Welfare Conference in Los Angeles for the betterment of wage earners.

Gladys Bennett, one of our new members, has returned from a short visit with friends in Sonoma.

Yosemite Valley with all its winter sports played host last week-end to Florence Calderwood and friends.

Annie Little Barry dropped in last Thursday evening and paid her respects to our new president, Bertha Dale, and our new hostess, Betty Walton. Other guests were Mrs. Maud Kane, mother of Estelle Kane, and Mrs. La Rose, who, by the way, is a new member in the making. Ada Belle Wilkinson was the guest of Rose O'Brien. We are always glad to see new faces on these "Friendship" nights, so drop in and meet Betty Walton; she is a very charming hostess.

Did you see Rose O'Brien at our open house last week? Well, Rose looked fine. She had just returned from Palm Springs, where she spent several days riding a bicycle in a sun suit.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

10 MARCH 11, 1933 No. 10

CALIFORNIA LIBRARY RECEIVED ACADEMY OF SCIENCES

Weekly Program

Coming Events

March 13—Book Section, 7:30 P. M.
March 14—Dramatic Section, 7:30 P. M.
March 16—Choral Section, 6:45 P. M.
March 16—Thursday Open House, 8 P. M.

Hostesses

Jessie McKinney
Lucile Cordrey — Adah Ruth Taylor
Minna Brown — Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

SINESS WOMEN'S WEEK SPEAKERS

he following members of the club spoke at San ncisco high schools this week: Dr. Susan H. ilton, Eva May Fleming, Ida Reed, Lucia del, Daisy Dennery, Callie Tibbetts, Bertha , Rose McKenna, Bessie Kibbee, Margaret Tor- on, Hulda McGinn, Elizabeth Adams, Estelle e, Fern McGrath, Margery Shaffer.

PERSONNEL OF THE STANDING COMMITTEES

he chairmen of committees announce the names he following members who have agreed to serve them during 1933:

ouse Committee, Jane W. Smith: Madelon n, Belle Banz, Myra Green, Bertha Pierce, n Peers.

embership, Estelle M. Kane: Daisy Dennery, h Ruth Taylor, Elsie Monte.

rogram, Elizabeth S. Adams: Caroline A. ich, Marion Morris.

ublicity, Lucia R. Steidel: Belle Banz, Fern rath.

inance, Sylvia Kempton: Juliet Smith, May y.

BOOK SECTION

The book section will hold its regular monthly meeting on March 13.

The section is faring forth on a new venture this year. The plan, so far, is to have an informal discussion group — sort of round table — at least two books, one fiction and one non-fiction, to be chosen by the members and at the following meeting said books to bring forth the "actions and reactions" of the group readers.

For our March meeting we are particularly fortunate. Ida Lord and Minnie Dumas each will tell us something of Mr. Carl Ewald Grunsky's book, *Ways to National Prosperity, Other Essays*—strikes us that the subject is rather timely. Jessie McKinney and Estelle Kane are to tell us just what the reading of *Inheritance*, by Phyllis Bentley, meant to them. We are hopeful of having a word on current fiction from Mary Elmina Kelly, always a joy.

Do please come—this is your section and your chairman cannot keep it a going affair without you and your suggestions VOICED.

GRAYCE DEMPSEY.

BAY DISTRICT REGIONAL MEETING

A letter has been received by the president from Lilian Elias, program chairman, Bay District, notifying us of the meeting on Saturday, March 11, at the Hotel Leamington, Nineteenth and Franklin Streets, Oakland, at 5:30 P. M., to be preceded by round table discussion at 5 P. M. on pending legislation concerning business and professional women, led by Miss Bird Wilson.

Following the meeting, dinner will be served at 6:30, price $1.10, at which members of the Oakland, Berkeley, Alameda, Richmond, San Francisco and other bay town clubs will join, and at which our member Doctor Margaret Chung will be the chief speaker. Reservations with Mrs. Burlingame, if the list is still open when you receive this copy of THE BUSINESS WOMAN. There will be a business women's display at the hotel, in which you will be interested.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editors.....Virginia V. Mueller, Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson
Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Estelle M. Kane
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Dramatic.....Rose A. Bezek
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

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Except Saturdays

NOTICE TO CONTRIBUTORS

Contributions for The Business Woman should be sent to Ethel Maxwell, 1227 Stanyan Street. Copy must be received by Saturday morning for the issue of the following week.

BANK OF AMERICA GLEE CLUB

Through the courtesy of Ruth Mowat the program chairman, Julia Rossow, was enabled to get the Bank of America glee club under the leadership of Graham Dexter, the two piano duos and piano solos of Harold Brown for the annual officers' dinner. Thank you, Miss Mowat; your musicians gave the members and their guests much pleasure.

SAVE THIS DATE—MARCH 21

Be sure to save Tuesday, March 21, for the program meeting. Harr Wagner, the genial president of the Sequoia Club, is going to tell us interesting things about Joaquin Miller, that robust poet of a robust age. Mr. Wagner has the gift of frank speech tinged with kindly wit. You who love your California have a treat before you on March 21. Plan to eat your dinner downtown that night and listen in.

CLUB NOTES

Adah Ruth Taylor

Our president, Bertha Dale, was a guest of Palo Alto Club last week. Mrs. Steidel, publ chairman, went with her to Palo Alto.

Add to your list of former League member following name, received too late for publicatio The Business Woman on January 21.

McGinn, Hulda Block (Mrs. Walter J.)
2315 Twenty-fifth Ave., LO ckhaven 0261.
Public Relations Department,
California Theaters Association,
25 Taylor Street, PR ospect 1123.

Mrs. McGinn has many friends in the club, will be happy to welcome her.

A new member comes to us from the Berk Club: Adelaide Mason, 2146 Van Ness Ave OR dway 1311.

We are sorry to report that Margaret Girdl father has been moved to the Marysville Hosp We hope that he is improving.

While on a business trip to Stockton last Th day, the president, through the courtesy of J Frye and Elaine West, had the opportunity of tending the dinner meeting of the Stockton Clu the Hotel Clark for a few minutes. Miss Dale the Stockton members sent greetings to all t friends in San Francisco.

According to the building electrician, some f equal to that of a 5 h.p. motor was responsible the blowing out of a complete line of wires in lounge and the Hackett Studio on Thursday even February 23. Perhaps Betty Walton can exp this, as it happened on her first evening as host High-pressure methods, Betty?

Through an oversight, the name of the A. C LISLE COMPANY was omitted from the list firms sponsoring the contest for the Hawaiian in which our Charlotte is competing. Please this name to your list, and when you make a p chase at 135 Post Street send the sale tag to Ch lotte McClelland, as each dollar represents a hund votes.

The new membership chairman, Estelle M. Ka is planning to have one or more members of committee present on every open house eveni Club members are requested to give the names prospects to the committee, so that they may m known the advantages of affiliating with us.

Attention is drawn to one of the ads now runn in The Business Woman, that of Doctor Henry Hart, who has given such delightful talks on Ch on various occasions. If you have members of y family or friends who are interested in these s jects and have leisure to attend morning lectu they will be richly repaid through listening to t series of talks on Chinese art and culture.

A flash from Los Angeles imparts good ne Louella Payne got the best of that nasty attack "flu."

Changes for your roster: Susan McGill has mo to 1108 Union Street, Alameda; telephone, Al meda 5119-W. Margaret Daily has moved bag baggage to Hotel Canterbury, telephone PRosp 10400.

E. Roberta Stadell, 1402 Chestnut Street, Apa ment No. 1, OR dway 4303.

NVITATION FROM TRAFFIC CLUB

n invitation has been received from the San ncisco Women's Traffic Club for our members ttend their annual installation of officers on ch 17, at Hotel Cecil. Dinner will be at 6:30, e, $1.35, followed by a bridge party. Those of who have attended installation parties of the ffic Club in other years know what delightful esses they are and that their installation dinner re to be a joyous affair. Please make prompt rvations with Mrs. Burlingame.

P-L-A-Y-I-N-G

Vith Burlingame Club! Our Peninsula girls are ays ingenious and original, thusly when they e a card party on Saturday night last, it in- ued and surprised—it was a Card Party Caba-

Over a hundred made merry — there was a dly supply of the elusive male—too! Such prizes e strove for—I was a sad and sorry damsel when iled to bring home the bacon. Gaily bedecked ng girls—and a flirty husband—tempted us to candies, sweeties, gum and BEER! Shish—not beer (that comes by Christmas, 193—?). All gay and festive. Prizes captured, we were sub- ged with goodies and coffee and a peppy and sical program. It was Saturday night (we'd had bath), we were free to slumber on the morrow, could gamble with time, so we relaxed and gath- il avoirdupois and caught up with the midnight r! President Inez Boren—to you and your com- tee—Salut-a!

GURTY.

OPEN HOUSE

espite the fact that many of us spent most of day scrambling about for something to use for ney, our cares were parked elsewhere and our rsday nighters enjoyed, with abandon, "Jig- g" or "Bridging," whichever suited their cies.

aurels for the former went to Miss Frances E. ley of Manila, P. I., interesting guest of Dr. h Ruth Taylor, who was first to complete the romise of Spring," and then to Shirley Radke's up, which succeeded in getting Washington out New York.

Ve were very happy to greet Ethel Maxwell and mother; Vesta White and her guest, Mrs. Lake, dropped in after the Standard Symphony; as l as Elizabeth Dutot, who called to say "Aloha."

ther delightful guests were Leila Moncrieff, st of Ednah Butler; Mrs. Stanfield and Miss llemet, guests of Jessie Scott, and Nell Board- n's mother. We hope they liked us as much as did them and will come again soon.

Pinch-Hitter Rose Haas gave the reception com- tee some fine assistance.

Ve are indebted to Jean Doub and Belle Banz our delicious refreshments, which brought to a ppy conclusion another pleasant evening.

Don't forget — Thursday Friendship nights are your enjoyment.

BETTY WALTON.

University of California Extension Division announces a course in "Chinese Art and Culture" by

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Beginning March 15

Extension Building 540 Powell Street

A WORD OF APPRECIATION

At all times during the year and especially during this National Business Women's Week, I feel our club should be especially grateful and appreciative of the able assistance we have had from the club editors of our local papers. It has been my privilege to work with them for the past twelve months and I have always had the best of co-operation whether for the regular events of the club or for some special occasion. The newspapers have been generous in giving us space and have put our club before the public in a dignified yet interesting manner. I should like this opportunity, both for the club and for myself, to thank the following members of the Fourth Estate: Miss Lillian Connelly of the *Chronicle*, Miss Ethel Whitmire of the *Examiner*, Miss Anna Sommer of the *News*, and our own member, Mrs. Edith Bristol of the *Call-Bulletin*.

LUCIA R. STEIDEL.

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DRAMA SECTION PROGRAM

About forty members of the club and their guests enjoyed the program on Tuesday, February 28, arranged by Sylvia Kempton as a "Hail" to Rose Bezek, incoming chairman of the dramatic group, and her own "Farewell" as chairman of the section.

Unfortunately, there were three disappointments: Miss Anne Kamlan was unable to sing because of a cold; Mrs. Hackett's pupil, through a misunderstanding of the date, did not appear; and Sylvia herself was unable to be present, with the result that Rose Bezek presided as mistress of ceremonies.

Mme. Marie Glenn Estill spoke of the Barbereaux system of vocal training, which she teaches. In brief, the system is based on the fact that the voice is the universal means of unfolding individuality. The object of the Barbereaux system is to obtain fulfillment by means of vocal tone. Diction, coordination or "adjustment release" of the entire organism of the body, and tone are three points stressed in this training.

Accompanied by Miss Marion Kisling, Mrs. Alice Hildebrand, one of Mme. Estill's pupils, sang in a simple, natural manner, three delightful little selections: "I Love the Moon," by Rubens; Strickland's "My Lover Is a Fisherman"; and "Coming Home," by Willeby.

Miss Claire Ingham told what interpretive memory work has meant to her and how much it can do for others. She expressed it as the building of a bank account that is impregnably safe, producing great interest, from which withdrawals may be made without impoverishment.

Miss Ingham proceeded to share some of her treasures, some in a serious, uplifting vein and others in a lighter mood. The characters of Mrs. Republican and Mrs. Democrat with their respective sons, Herbie and Frank, were thoroughly enjoyed. Why Columbus Discovered America, as told by Queen Isabella herself, contained some facts that were quite illuminating. Bessie, the Telephone Girl, in handling the switchboard of a busy hotel, provided many a chuckle. In conclusion, one of Annie Hyde's stories of life on a London street, *Out of Work*, a homely, appealing little story with a happy ending was beautifully interpreted by Miss Ingham.

The program was brought to a close with an invitation to all members who are interested to attend the next meeting of the dramatic section, to be held on Tuesday, March 14, when a number of plans for the new year will be discussed and a definite program will be decided upon.

ELSIE MACLAREN.

DRAMATIC SECTION

Meeting nights: Tuesday, March 14 and 28.

Attention, Dramatic Section: We would appr[eci]ate your presence at our next regular meeting March 14, as there are several important mat[ters] to be taken up at that time.

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Business and Professional Women's Club of San Francisco, Inc.

10 MARCH 18, 1933 No. 11

CALIFORNIA ACADEMY OF SCIENCES LIBRARY APR 21 1933 RECEIVED SECTIONS

Weekly Program

March 21—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mr. Harr Wagner.
Subject: Joaquin Miller, the Poet of the Sierras.

March 23—Choral Section, 6:45 P. M.

March 23—Thursday Open House, 8 P. M.
Hostesses
Bessie Kibbe
Rose Miller Edith Clark
Hazel Jacoby Allene Schuerbrock

Coming Events

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

JOAQUIN MILLER, MAN AND POET

In men whom men condemn as ill
I find so much of goodness still;
In men whom men pronounce divine
I find so much of sin and blot,
I hesitate to draw a line
Between the two, where God has not.
JOAQUIN MILLER.

Mr. Harr Wagner, our guest speaker at the dinner on Tuesday, March 21, is well known throughout the state.

President of the Sequoia Club these many years, he has probably introduced as his guests more celebrities than any one other man in San Francisco.

As a publisher (The Harr Wagner Publishing Company) he has printed many distinguished books on California history and lore.

As an author he is responsible in part or whole for several noted books. Chief of these are *The Man Unafraid*, the life of General Fremont, and *Joaquin Miller and His Other Self*.

Mr. Wagner knew Joaquin Miller when both were young men. He knew the famed "Poet of the Sierras" well, understood him even better—both Joaquin the Poet and Joaquin the Man.

Mr. Wagner will give us personal reminiscences of this dual-natured man, the lover of beauty with his feet in snares. It is a rare treat to hear personal tribute paid by one big-natured man to another. We are fortunate to have Mr. Wagner as our guest to give us this glimpse into an era that was so vital to the development of our California life.

If you cannot spare the time to take in the dinner, at least be on hand around seven-thirty in time to hear Mr. Wagner talk. Our Frances Raymond, long a friend of Harr Wagner, will introduce him to club members. You will like him.

E. S. ADAMS.

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
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Honorary President, Lillian Palmer

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Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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House.....Jane W. Smith
Membership.....Estelle M. Kane
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

DISTRICT MEETINGS

Mrs. Estelle Close of Santa Rosa, president of the Northern District, announces that the annual meeting of the Northern District will be held in Redding on March 18 and 19, and urges all Bay District members who can to join them for an enjoyable week-end.

Miss E. Jane Frye, president of the Stockton Club, and her members are preparing to be busy hostesses at the annual meeting of the Bay District to be held in Stockton on April 2, preceded by the president's dinner on the evening of April 1. Officers of Bay District will be elected at this meeting to serve for the coming year. Members of the San Francisco Club who are planning to be in Stockton at this time should give their names to Mrs. Burlingame as early as possible, so that dinner and hotel reservations may be made for them.

CLUB NOTES

ADAH RUTH TAYLOR

Bertha Dale, Jeannette Doub and Ethel ... stone represented our club at the Berkeley C... international program and tea on Sunday, Mar...

Our own Sue Smith shared honors with eight ... business and professional women of Berkeley i... recent issue of *Who's Who in America*.

We are glad to learn that Clotilde Grunsky, ... was operated on for appendicitis, is convale... and has returned to her home.

Three of our members were speakers at ... Emanu-El Sisterhood on March 13. Bertha ... talked on "Personnel Problems," Margaret ... reyson on "Women in the Newer Professio... Lucia Steidel chose as her subject, "How to ... Job and Keep It."

Nell Barr has written several articles fo... *Modern Beauty Shop* magazine. Nell's latest ... on "The Technique of Facial Treatments." ... Barr is regarded as one of the best facial speci... in the profession.

Mary Ethel Stewart left Saturday, March 1... a three months' visit with relatives and old fr... in Hudson, Michigan.

Margaret Torreyson, first vice-president, in ... tion to talking at the high schools and on the ... during National Business Women's Week, ... asked to speak on Wednesday evening, March ... a group of young business women at the Mi... Center of the Y. W. C. A. The girls want... know the meaning of National Business Wo... Week, what the National Federation stands fo... what they are doing. Miss Torreyson explain... ten-year objective adopted at the national co... tion in Richmond, Virginia, in 1931, which emb... a study of economic problems and the way in ... the clubs are working them out through their ... cational programs. The talk was followed ... round table discussion in which the young wom... Mission Center took part, asking Miss Torr... about the adult education plans of the Nat... Federation. The speaker closed with an outli... proposed bills affecting women now being consi... in the state legislature.

As a part of their observance of Business W... en's Week, the San Leandro Club were hostess... a civic dinner on Tuesday evening, March ... which members of this club were invited.

Radio Station KFWI requested additional s... ers during Business Women's Week and Ma... Shaffer, chairman of the radio schedule, spok... Saturday, March 11, and Betty Walton on We... day, March 8. Betty talked on the Ideals o... Federation.

Fern McGrath went to Watsonville to be ... speaker at the Business Women's Week d... given by the Watsonville Club on Thursday eve... March 8. Mrs. McGrath tells us there were ... present and that it was a lovely affair. Repres... tives from fifteen other men's and women's ... were present and all were enthusiastic. The sp... talked about the National Federation and the ... bers and their guests were much interested in ... ing of the Federation's past and present activ... The Watsonville Club sent greetings to the ... Francisco Club.

The president has appointed Dr. Crete A. Cro... to the chairmanship of the civic section. The ... lar meeting of the section will be held on Mare... when plans for the year will be outlined by ... chairman.

PENDING LEGISLATION

he conference of members of the Bay District, ch was held under the leadership of Miss Bird son of the Oakland Club preceding the dinner on ırday evening, presented as speakers Miss Louise y, State chairman of education; Miss Eloise hing of the Oakland Club on changes in the munity property laws; Miss Torreyson on unployment insurance legislation; and Mrs. Law Oakland Center, League of Women Voters, on posed legislation affecting the social service and anitarian work of state departments. Miss Torson will give an outline of these bills as reported the speakers at the meeting. This article in next k's BUSINESS WOMAN will be of interest to y member.

OPEN HOUSE

Notwithstanding the crisis we continue to face, a dly number of members and guests enjoyed anr happy evening in whatever way suited their od.

We were delighted to greet Miss Ellen S. Robbins Miss Susie M. Peers, members who do not often t us. We do not wish them ill luck, but hope y were bitten by the "Thursday" Bug and will e frequently. It was also a joy to greet our ghtful newest new member, Dr. Josephine Fris, who has promised to come often.

Several interesting prospective members added to pleasure of the evening, among them being Miss ce Anderson, guest of Marion Morris; Mrs. Ada lkinson and Mrs. Maude Silverfield, guests of se O'Brien; Doris Hamerslough, guest of Mrs. delon Saxon; Mrs. Burleigh Bost, guest of Irene rlitz.

"Pinch-hitters" Mrs. Elsie Fear and Rose Brien gave the reception committee some good istance.

We are indebted to our president, Miss Bertha le, Judge Theresa Meikle, and Mrs. Elsie Fear our delicious refreshments, which added so ch to our happy evening. Thank you so much. Don't forget — Thursday Friendship nights are your enjoyment.

B. W.

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FASHION SHOW

Whether or not we can discover anything to use for MONEY . . . the year rolls on, and Spring, with women's fancy lightly turning to thoughts of clothes, is here again.

To at least acquaint us with what is to be the mode, we announce a Fashion Show by our own members on Thursday evening, March 30, at 8 o'clock. A cordial greeting awaits you.

BETTY WALTON, Chairman.

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DIG INTO THAT GOLD MINE—THE INDEPENDENT WOMAN!

As a result of the recent amalgamation, each member of our club will receive monthly a copy of the *Independent Woman*, official organ of the National Federation of Business and Professional Women's Clubs. This magazine is a veritable gold mine of information for the business and professional woman, and is indispensable to the member who wishes to keep up to date in the B. P. W. club world.

To begin with, the editorial is always written by some well-known man or woman and sets the keynote for the month. It is thought-provoking and interesting.

There is usually an article on some economic or civic topic which is well worth reading. Then there is generally an article on the women of some other country. The article on clothes and fashions is always interesting.

The section on club activities is well worth glancing at, and the two pages devoted to the International Federation repay the reading of every word. "From the Desk of the Educational Secretary" gives interesting information. There are usually reports from several national committee chairmen.

The "Business Woman's Bookshelf" gives reviews of new books and magazine articles particularly concerned with women.

One learns to look for these special departments each month, and to read the really good articles on a wide variety of topics. It is called "a magazine of interest to all business women" and it is truly that. When you receive your copy, we strongly recommend that you acquire the habit of carrying it around with you until you have read all or parts of every article.

FERN MCGRATH.

(It has been suggested that, unless you wish to keep a file of your copies of the *Independent Woman*, you turn them in to Mrs. Burlingame after having read them, for the use of the Membership Committee, so that they may show to new and prospective members in a concrete way one of the advantages of membership.—ED.)

Watch the Sunday *Chronicle* for Fern McGrath's book reviews. Fern recently reviewed *Man as the Psychologist Sees Him* and *Character and Human Relations*. On February 19 she reviewed Havelock Ellis' latest book, *The Psychology of Sex*. Mrs. McGrath has spent many years studying psychology and now her reviews on the subject are in demand.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 MARCH 25, 1933 No. 12

MAR 27 1933 SPECIAL COLLECT

Weekly Program

March 27—Civic Section, 7:30 P. M.
March 28—Dramatic Section, 7:30 P. M.
March 30—Choral Section, 6:45 P. M.
March 30—Thursday Open House, 8 P. M.
SPRING FASHION SHOW.
Hostesses
Grayce Dempsey
Ida Grebinar Daisy Dennery
Sara Rosenberg Allene Schuerbrock

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Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ALL FOR FIRST ANNUAL MEETING

The first annual meeting of the Bay District Busi-s and Professional Women's Clubs, Inc., will be d in Stockton, April 2, 1933. Mrs. Mable Gregson l preside at a meeting of the executive committee 9:30 A. M. and at the regular open business meet- at 10:30 A. M.

Election of officers for the ensuing year will be d during the morning session. Article VII, Sec-ns 1, 2, 3, 4 and 5. Representation, Article VI, tions 1, 2, 3 and 4.

BEULAH C. SCHINDLER,
Corresponding Secretary.

CONTRACT BRIDGE

As we are forming a new class, those desiring to e contract bridge lessons should register with

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SAN JOSE BIRTHDAY PARTY

The president received the following letter from San Jose Club just too late for insertion in last ek's BUSINESS WOMAN:

"The San Jose Business and Professional Wom-'s Club cordially invites you to attend its twelfth thday party, Saturday evening, March 25, at the inte Claire Hotel.

"We hope that you and many of your club sisters ll find it possible to be with us that evening. Our hards have already begun to burst into bloom, so u may enjoy a blossom trip as well.

"Yours sincerely,
"M. SHANNON, Corresponding Secretary."

If members who are able to go to the San Jose rty will let Mrs. Burlingame know as soon as y receive their copies of THE BUSINESS WOMAN, e will make immediate reservation for them.

ANNOUNCING OPENING OF SPRING

The time: April 1 and 2, 1933. The place: Stockton, California. Headquarters, Clark Hotel. President's dinner: 7 P. M., April 1, Masonic Temple; price, $1.00.

Bay District annual meeting, April 2, at the Haggin Memorial Art Gallery. Board of Directors' meeting, 9:30 A. M. Business meeting and election of officers, 10:30 A. M. Luncheon at Country Club, 1 P. M.; price, $1.00. (Please make reservations with Mrs. Burlingame on or before March 29.)

"Choose your route and mode of transportation. Where there's a will, there's a way. If the Rolls Royce isn't in condition for the trip, get out the model 'T.' The old lady has a lot of mileage left under her fan belt. She'll love it. She never saw such roads before. After all, Grandma made the trip across the plains horseback. A safe and sane means of transportation, we'd say—who ever heard of a horse with a broken propeller? A few spills, perhaps, but no tips to worry about. Be modern—half the world is hitch-hiking. Put on the hiking boots and start out, or oil up the old bicycle—be in fashion. We'll be watching for you. We don't care how you come as long as you get here. This promises to be the best event Stockton has ever had. No moratorium on fun and laughter. Ravioli? MMMMMM!! Forget your business troubles; laugh with us. Nuf-sed. Get busy and round up your gang to sail April 1."

REQUEST FROM A MEMBER

Fern McGrath is very anxious to get copies of the February and March, 1932, *Independent Woman*. If you have these that you can spare, will you notify her?

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
Associate Editors.....{Virginia V. Mueller
{Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

OFFICERS

President.....Bertha J. Dale
First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
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Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
Rae Morrow Margery E. Shaffer

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Except Saturdays

CIVIC SECTION MEETING

These are stirring times in which we live. Economic, social and spiritual history is being made day by day. That we may be a part of this living drama, let those of us who are interested come together under the banner of the B. P. W. C. Civic Section at 7:30 Monday evening, March 27, at our club rooms. Come prepared with ideas, plans and inspiration so that we may be up and doing.

CRETE ARNETT CROCKETT, Chairman.

TRAFFIC TATTLES

A party in a pent-house . . . sounds naughty, but 'twas nice! Always had the urge for a spree in such a locale . . . the movies gave me the brilliant thought! That San Francisco Traffic Club . . . a group of live-wires, young and alert . . . held their annual installation party atop the Hotel Cecil on St. Patrick's Night. It was a carefree, chattery group and how they did enjoy that dinner . . . it was a palate-tickler . . . INDEED! Green trimmings, popping balloons and giddy caps, heaps of music. These gells have captured a real pianist for their parties and he is most generous and obliging . . . and can he play! One of the members, Miss Dorothy Paul, whose voice is as beautiful as herself, gave the sentimental flavor. Miss Nan Lawrence (we also claim her as ours) was toastmistress; she conducted A-1 and had some clever and original verse fitting of the occasion. Nan's an asset . . . I'm telling you!

The "outs" were introduced by the ex-to-be-president, Miss Bertha Schellenger; the new regime, by the incoming president, Mrs. Beulah Morris. The club is running in high and the new year promises to keep the same pace, plus!

Cards, jig-saw puzzles, visiting . . . soon brought the midnight hour and we chalked off: "Party Above Par."

GURTY.

DRAMATIC SECTION

Will have two theater parties with Walter Hamden during the week of April 3. This outstand actor of today will appear for one week only in plays: one, "Caponsacchi," which is taken f Robert Browning's *The Ring and the Book*. T sounds interesting and we will go Monday nigh April 3. "Hamlet" will draw us on Thursday n April 6. Ah! His Hamlet! Glorious! Price either production, 83c. This is the regular thea charge and seats are in the center of the balco Please advise Gertrude Tubbs, DOuglas 2945, once, if you are interested in enjoying a pa with us.

ROSE BEZEK, Chairman.

DRAMATIC SECTION NEWS

In spite of the rain, a cozy group of a do members of the dramatic section attended the meeting under the leadership of Rose Bezek Tuesday, March 14.

We were delighted to have Miss Bertha Dale, president, with us. We also welcomed Mrs. I Marshall, and hope she decides to "belong."

The general program for the year was arrang One meeting each month will be devoted to gr training under the guidance of Mrs. Eva Sm Hackett, who has directed our plays so successfu for several years. At the second meeting, plays be read as in the past. The dues continue to twenty-five cents a month.

Gertrude Tubbs has generously offered her vices in connection with theater parties sponso by the dramatic section. These parties are open all members of the club and their friends. dramatic section's treasury will not benefit from sale of tickets this year.

If you are interested in all, or any part, of program, we invite you to join us. The next meet will be on Tuesday, March 28, at 7:30 P. M. A rent play will be read.

ELSIE MACLAREN.

THURSDAY OPEN HOUSE

Another Thursday has come and gone, and t remind me of bricks, each one fitting exactly in place, building ever higher the structure of our cl each one colorful with service, thoughtfulness happiness. Service last Thursday was tendered Jessie McKinney and her committee; thought ness was shown by Ida Reed and Daisy Prechtel providing a variety of cake which made us for our dieting; and happiness was shared by every of us.

Two of our members who are not able to be us very often—Blanche Wilson and Nell Barr—w there, and we were also very glad to see Ethel M well's mother, Mrs. Lidstone. Miss Inez Pres and Miss Nevada Pope, two new members, came get better acquainted. Margaret Bell had as guest Miss Hogan, who is a prospective mem Mrs. Elaine McRacken was the guest of Dr. A Ruth Taylor. We hope that Miss Hogan and M McRacken will come again and become not prospe but members. We are indebted to Esther Miller a new jig saw puzzle, and they are so popular t we usually have two groups working them out.

We would like to have many others of our me bers become "regular bricks" and help Be Walton build something fine this year.

N. C. B

EAST BAY CLUBS ENTERTAIN

hirty-five members of the club journeyed to land on Saturday night, March 11, to attend the er at the Hotel Leamington given as a fitting e to National Business Women's Week by the land Club, assisted by the Berkeley, Alameda, San Leandro Clubs, and the Berkeley and Oak- Juniors. The dinner was given in the ballroom he hotel, at which hotel the Oakland Club now its headquarters. There were between 230 and men and women present. No sign among that d of any economic crisis. At the speaker's table e the mayors and their wives, and the city man- s and their wives from Oakland, Alameda, keley and Richmond. Mattie Chandler, the for- mayor of Richmond, was there, and was paid a tribute by Mayor Morcom of Oakland, who oduced these guests.

he city managers were presented as managers he cities, and the wives as their managers.

laude E. Empey, first vice-president of the state, Carolyn Weber, second vice-president; E. Louise y, state education chairman; Mable Gregson, rict president; Beulah Schindler, corresponding etary; and Florence Stahl, recording secretary he district, were gazing at us from their elevated e; as were Annie Woodall and Margaret Perkins Berkeley, Lucile Hewett of Alameda, and Jane e of Stockton.

fter a short introduction by Dr. Luella Swauger, ident of the Oakland Club, the meeting was ed over to Mrs. Tupper of the same club, who le an able toastmistress. Before proceeding with program arranged for the evening, motions were le and carried to send telegrams to the clubs in earthquake affected area, extending our sympa- and advising that we stand ready to help.

ome of the best musical talent in the East Bay been secured for our entertainment and we oughly enjoyed the rendition of these numbers. own Dr. Margaret Chung was the guest speaker he evening. She gave a most interesting address he Manchurian-Japanese situation and some of revelations were astounding. Her gracious ac- wledgment of applause won the hearts of her ience. Afterwards on all sides the writer heard aid that this was the best talk the auditors had heard on this particular subject. Aren't we l Dr. Chung belongs to us? It may be that some e we can prevail upon her to give this talk for Francisco.

ll who made the trip felt we had a very worth- le evening, and although it was raining when we secured hats and coats, our spirits were not pened and we give Oakland Club and its joint esses a vote of thanks and appreciation for the ndid way in which they "put over" this dinner. of San Francisco are always glad to cross the to call on our neighbors and extend an invitation hem to repay our call very soon.

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GUESTS OF TRAFFIC CLUB

Present at the installation dinner of the San Francisco Women's Traffic Club were Mrs. Mable Gregson, president, Bay District, and Jessie Haag, from Burlingame; Bertha Dale, Charlotte McClelland, Julia Rossow, Edith Bristol, Rose McKenna and Gertrude Tubbs; Nan Lawrence and Z. Clements. Miss Lawrence and Miss Clements belong to both clubs.

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CLUB NOTES

ADAH RUTH TAYLOR

Marie A. Paulsen of the Commercial Iron Works, Portland, Oregon, was the guest of Hazel Mangels Thursday evening.

The Western Women's Club spring festival fashion show was under the able direction of Eva Smith Hackett. Mrs. Hackett opened the show with the prologue *Dame Fashion.* A good time was had by all, some 200 members and guests. Your club reporter was one of the models from the Merry League group.

We are happy to have Annie Little Barry and Esther Phillips back home safe and sound. They were in Los Angeles during the recent earthquake. Miss Phillips tells us that she was in the act of registering at a hotel when she felt the first shock. Mrs. Barry was rocked to and fro in her bed like an infant in its cradle.

Mrs. D. I. Denis has moved to 764 Cole Street, Apt. 4, same telephone.

Margaret Bell calls our attention to an error in the address of her firm, Scribner-Bell, interior decorators, whose ad you saw in last week's BUSINESS WOMAN. Instead of 1353, it should be 1533 California Street. Please make this addition to your roster.

The Editor has received a letter from Mrs. Frank Boyce Tupper of the Oakland Club, who presided so graciously over the dinner at the Leamington Hotel, in which she says: "Will you please express in THE BUSINESS WOMAN my personal appreciation for the fine spirit of co-operation shown by Elizabeth Adams, Mrs. W. B. Hamilton and Doctor Margaret Chung? Miss Adams' paper, *The Future of Women in Business,* read by Florence Fortson of U. C. Extension over KTAB, was splendid; and *The Future of Women in Politics,* by Mrs. Hamilton, over KLX was enjoyed by all who heard it. Words fail me when I try to express the appreciation and enjoyment everyone had of Dr. Chung. I am so grateful to Mrs. Raymond for suggesting her to me! It surely is true of Dr. Chung, to know her is to love her. She certainly brought to us all most clearly 'The Real Significance of the Manchurian Situation.'" We were feeling pretty proud of Dr. Chung ourselves, and were happy to have the opportunity of sharing her with the Oakland Club.

Don't forget the Spring Fashion Show being staged by our Hostess Chairman, Betty Walton, and her willing helpers next Thursday evening, March 30. Betty is expecting to hang out the S. R. O. sign that evening.

Here's another change of address: Julia Rossow, 2560 Polk Street, GR aystone 2036.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

10 APRIL 1, 1933 No. 13

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Weekly Program

April 4—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

April 6—Choral Section, 6:45 P. M.

April 6—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer
Rose Bezek — Lucy Thompson
Allene Schuerbrock — Margaret Brandt

Coming Events

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

LEGATES TO STATE CONVENTION

t the business meeting, on April 4, 1933, nomi-ions are to be made for delegates to the State vention at San Jose on May 20 and 21.

he election will be held at the dinner meeting on il 18.

FLORENCE C. ATTRIDGE,
Recording Secretary.

VOCATIONAL CONFERENCE

n Saturday afternoon, March 18, the American ociation of University Women held a vocational dance conference at the Protestant Orphanage, 1 Vicente Street, for the benefit of girls of the ior class who will be graduated in June from various city high schools.

n addition to Miss Vera Christie, who spoke on g an application for a job, Miss Lillian Con-y of the *Chronicle* on newspaper work and Miss el Cotton on expression, a number of our mem-s were asked by the A. A. U. W. to talk to these ng girls on subjects in their particular fields. rtha Dale, Elizabeth Adams and Lucia Steidel ke on business careers; Dr. Adelaide Brown on all-important topic of health; Margaret Girdner library work; Rose McKenna on women in nking; Marion Morris on court reporting; and Frieda L. Kruse on medicine and surgery as a eer. After the talks, each speaker took a small up, examined questionnaires which the girls had d out and answered many questions about the ious professions.

Two of our members have been nominated for ce in the Association for the coming year: tilde Grunsky, second vice-president, and Dr. ieda L. Kruse, third vice-president.

BUSINESS AND PLEASURE

If anyone came to hear Mr. Harr Wagner's tribute to Joaquin Miller wearing their Depression garb, they were soon compelled to lay aside this unbecoming attire and step lightly upon the magic carpet for an exciting journey from the rugged mountains and Indians of Oregon to London, and, finally, back to The Heights, Joaquin Miller's final abode.

Commencing with roll-call and Dr. Hamilton's announcement that she had "made mud-pies" with our distinguished guest and continuing with Mrs. Frances Raymond's sparkling introduction, and Mr. Wagner's refusal, in no uncertain terms, to be "localized" to California—we were captivated.

It was indeed thrilling to have first-hand personal reminiscences of this dual-natured man. Whether we approve or disapprove the Man—none could fail to admire the Poet revealed to us by Mr. Wagner, nor to appreciate the few gems from his pen quoted by our Speaker.

What rich experiences these men have had and what a privilege to hear this splendid talk! We certainly owe Miss Adams a vote of thanks for having made it possible to become better acquainted with this "Poet of the Sierras."

After paying gracious tribute to our President, Miss Bertha Dale, and Mrs. Frances Raymond, Mr. Wagner concluded his fascinating recital, to our regret, and a short business session was held for the purpose of electing delegates to the first annual meeting of the Bay District Business and Professional Women's Clubs, Inc., to be held in Stockton, April 2, 1933.

B. W.

The Business Woman

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
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Except Saturdays

ANOTHER THURSDAY

When noses were counted imagine our happy surprise in having 50 members and guests with us for the evening.

The reception hostess, with Bessie W. Kibbee as Chairman, had as special pinch hitters Madelon Saxon and Esther Miller.

Mrs. Lidstone, mother of our Ethel Maxwell, Mrs. La Sage, who is a prospective member, Miss Guillemett and Mrs. Armstrong, guests of Jessy Scott, were among our welcomed group, as were also Virginia Marshall, Edith Apgar and Celia O'Brien, members of the club, but whose many activities prevent them joining us on our "At Home" evening as much as we and they would like.

To Mrs. Lidstone and Rae Morrow we are indebted for delicious cakes we enjoyed with our tea.

The jig-sawyers and the contractors were very busy as usual fitting ways and means, or at least making the way mean something.

We hope you will all come again very soon and help us make this activity the real, live, growing AORTA of the club.

PINCH HITTER NO. 5.

LEGISLATIVE ROUND TABLE

MARGARET TORREYSON

This meeting of members of the Bay Dis held before the Business Women's Week dinne Saturday, March 11, proved most interesting instructive to all who were able to attend. Bird Wilson, of the Oakland Club, presided. ures of importance to us as business women discussed by Miss E. Louise Jolly of Alam educational bills; Miss Eloise Cushing of Oak community property; Mrs. Law of the Oak Forum, welfare and social service and Miss garet Torreyson, San Francisco Club, unemploy insurance.

Said Miss Jolly: "There are over 100 bills fore the legislature which in one way or ano violate the democratic principles of public ed tion. Should not the business women and the pu be informed of them? Think of California as estate upon which we have erected structures beauty and worth—houses, as it were, to care the orphans and for the aged, for the physic handicapped and for the young. Can we stand by and see the structures of education, of social vice and welfare, the structures of human va torn down in order to remedy matters which administrative?

"Senate Bills 1 and 3, introduced by Sen A. H. Breed, would relieve corporations of t and place more tax burden upon the home owne the local districts.

"Senate Bill 77 and Assembly Bill 304: Th bills reduce the compulsory education age limit f 18 years to 16 years and eliminate continua education. Does California wish to add to wandering youth movement?

"Assembly Bill 13, by Badham: Would trans the handling of school budgets and taxes from district boards to the county tax officials, and sult in making the school administration pu political.

"Senate Bill 124-447 and Assembly Bill 489 Senate Bill 434: Require the payment of tuit by adults for night school. Adult education is haps more essential in these times of economic str than ever before and adults are in no condition pay tuition. Senate Bill 140 would do away w education for physically handicapped children Senate Bills 432-446 and 515 would abolish physi education or make it optional. Senate Bill 1 would abolish the division of research and statist How can we proceed intelligently without fac And facts come from research and statistics.

"The following are the committees of the legis ture on education: Senate, Chairman, Senator Jon members: Bush, Harper, Hays, Jepersen, Mixt Perry, Powers, Reindollar, Riley, Schottky, Seaw Slater, Tickle. Assembly, Chairman, Roland; me bers: Callahan, Clowdsley, Cobb, Greene, Feig baum, Meeker, Miller, Phillips, Powers, Redwi Roberts, Williamson."

(To be continued)

Eyes Examined *Glasses Mad*

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CLUB NOTES

ADAH RUTH TAYLOR

Do you know that Undine Russell, president of Los Angeles Club and our own president, Bertha lie, are both associated with the public utility in- stry? Miss Russell is with the Los Angeles Gas l Electric Corporation. These two splendid wo- n are presidents of the largest Business and Pro- sional Women's Clubs in the state, if not on the st coast. We hope the Los Angeles Club is as ll pleased with their gas and electric girl as we with ours.

Dorothy May Irving dropped us a card from semite Valley. Thanks for the thoughtfulness, rothy. We of the BUSINESS WOMAN like to hear m the girls when they are week-ending out of city.

Among those who went to San Jose Club's twelfth thday party were: Margaret Torreyson, repre- ting the president; Charlotte McClelland, Marion rris, Z. Clements, Gertrude Tubbs, Julia Rossow, ttie Smith, Belle Banz, Belle McDonald, Sarah n Magill and her guest, Irene Ruddock.

We are sorry to hear of the recent illness of ith Clark's mother. Edith was called to Watson- e last Thursday.

Last Monday evening Judge Theresa Meikle was est speaker at the first open dinner meeting of H. P. O.'s, a speaking club composed of women ployees of the P. G. and E. Company, at the tel Whitcomb. We are sure they enjoyed having , as Judge Meikle is one of our best speakers.

We are happy to pass on to the members the good ws concerning Margaret Girdner's father, that he sufficiently recovered from his recent illness to able to return to his home from the hospital.

We hope all the members read the fine editorials San Francisco newspapers ran in connection h Business Women's Week. The one in the *ronicle*, headed "Business Women Hold Stage," s: "Women of talent and experience, skilled in professions and in the management of busin ss, ve in recent years enlarged the field in which they k economic independence." You will find this tifying article on the bulletin board, in case you ssed it.

We are glad to announce that Carolyn Weber, ond vice-president of the State Federation and ll known to us all, has joined our club.

BAY DISTRICT DELEGATES

At the meeting on Tuesday evening, March 21, 33, the following members were elected as dele- tes to the annual meeting of the Bay District of California Federation of Business and Profes- nal Women's Clubs, Inc., at Stockton, April 1 and 1933:

Caroline Weber
Z. Clements
Ida Reed
Charlotte McClelland
Rose McKenna
Lilian Elias
Gertrude Tubbs
Julia Rossow
Margaret Torreyson
Sarah Ann McGill

The president is a delegate ex-officio.

FLORENCE C. ATTRIDGE,
Recording Secretary.

CLUB HISTORIAN

The president has appointed Nan G. Lawrence as historian for the club year. Nan always does any service for the club so graciously that it is a pleas- ure to welcome her to the official family.

NEW MEMBERS FOR YOUR ROSTER

We are happy to add to our ranks the following new members:

Frisbie, Josephine McIntyre (Dr.)
393 Pacheco St.—LO ckhaven 0525
Doctor of Dental Surgery
450 Sutter St.—KE arny 6311

La Rose, Regina (Mrs.)
2965 Washington St.—FI llmore 3390
Gowns

Preston, Inez (Miss)
Laguna Honda Home—MO ntrose 1580
Nurse

Pope, Nevada (Miss)
Laguna Honda Home—MO ntrose 1580
Nurse

Bennett, Gladys (Miss)
609 Sutter St.—PR ospect 2500
Manager, catering department and dining room, Western Women's Club.
PR ospect 2500

Apgar, Edith (Miss)
1717 Oxford St., Berkeley—AS hfield 8740
Assistant Manager, dining room, Western Women's Club—PR ospect 2500

Wilkinson, Ada Belle (Mrs.)
1350 Washington St.—PR ospect 5913

Hogan, Florence (Mrs.)
630 Jones St.
Hogan Floral Co.
760 Sutter St.—PR ospect 1029

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WOMEN IN POLITICS

Excerpts from Mrs. Hamilton's speech over KLX: "Webster defines politics as the science and art of government. Why then do we separate the terms, women and men, in politics? Neither science nor art recognizes sex, for mind, intelligence, law, order, honesty, and justice are the birthright of all, and in a retrospective view government, in its most intimate character-building relations, has its foundation in the home. As in the home, the governmental housekeeping will never achieve its fullness until the governing balance is 50-50, or an approach to it.

"As legal citizens we women are barely adolescent, and handicapped by inherited false traditions of political contamination, we have been slow to recognize and adopt responsibilities calling for deep study and intelligent organization. In 1917 the Countess of Warwick said: 'My soul sickens of the intolerable carnage; it offends Heaven and defiles the earth.

"'I say that if a man-made government can accomplish nothing better than this it stands condemned in the sight of the world. The rule of man can only be changed in two ways, either to the rule of woman or to the rule of man and woman together. The first is impossible, the second inevitable.

"'The bullet that finds one's heart and mercifully stills its beating may set another aching until time and death together take a long-deferred compassion. Man forgets because of glory, woman remembers because of love. I believe with perfect faith that there will arise the Phoenix of united womanhood, a union based upon the motherhood common to all nations, and when the women of the world stand side by side no mad ambitions, no deceits, no cross purposes will be brought again to the arbitrament of a stricken world.' These words, applied to world conditions today, which are the backwash of that terrible, futile man-made blunder, the World War, point a finger of command directly at the women of the world. It is our obligation to make ourselves felt, heard and seen."

J. Venables
C. Brown

R. Young
M. Hunter

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

10 APRIL 8, 1933 No. 14

Weekly Program

Coming Events

April 10—Book Section, 7:30 P. M.

April 11—Dramatic Section, 7:30 P. M.

April 13—Choral Section, 6:45 P. M.

April 13—Thursday Open House, 8 P. M.

Hostesses

Nell Boardman

Ednah Butler Allene Schuerbrock

Adele Metzner Shirley Radke

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At Club Rooms.

LEGISLATIVE ROUND TABLE

MARGARET TORREYSON

Miss Cushing stated only two measures have been oduced affecting the community property law, ollows:

ssembly Bill No. 635 amends Section 21 of the bate Code relating to the disposition of com- nity property by will: "Every person of sound d over the age of 18 years may dispose of com- nity property by will to the extent provided in pter I of Division II of this Code."

Bill 2128 amends section 172b of the Civil Code include the exchange of community property n one spouse has been adjudged insane or in- petent. The amendment includes exchange of mmunity property if shown to the court that it is the advantage, benefit and best interests of the uses, the estate or their dependents.

Mrs. Law, of the Oakland Forum, who has spent a at deal of time at Sacramento, spoke to us on history and essential functions of the depart- nt of social welfare. She gave us some very in- esting sidelights on affairs at the capital and I h Mrs. Law's enthusiasm might be put on paper. part she said, quoting from the bulletin of the ifornia League of Women Voters for February:

"The powers of the State Department of Social lfare cover the following functions:

"(1) Administration of Old Age Security Act.

"(2) Administration of Aid to the Blind.

"(3) Administration of Orphan Aid.

"(4) Supervision of boarding homes and insti- tutions for approximately 17,000 children.

"(5) Supervision of adoptions of orphans.

"(6) Supervision of probation.

"(7) Inspection of jails.

"(8) Passing on plans for institutions.

"The experience of California has been the com- mon experience of the states. All have found it es- sential to supervise public welfare work and all of the larger states now have state departments fairly similar to ours. No state which has established such a department has found it desirable to abolish it.

"The present proposal to abolish the State De- partment would mean very little saving to the state. It would cost as much to administer children's aid and aid to the blind if they were transferred to other departments; and if the aid to the aged were divided among the counties, without supervision, this would undoubtedly lead to unwise use of the funds.

"California was one of the first states to grant state aid to needy children in families lacking the natural breadwinner through illness or death.

"State supervision of private boarding homes for children wiped out the so-called 'baby farms' which had been a disgrace to civilization. Every child which must be cared for outside its home is now insured the protection of its life. In 'baby farms' these children were not only allowed to die, but sometimes it was hoped that they would die. The state owes its citizens protection of their lives; especially does it owe it to helpless babies.

"The Department considers adoption work one of its most important duties as it deals with the future of a child deprived of his natural parental rights and who must live in the home of others. Were it not for specialized investigation, study and supervision of these children by the state, a large number would be forced into unfit homes whose social and financial stability is questionable or worse.

(*To be continued*)

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TWELVE YEARS OLD

Ten of us journeyed down to San Jose on Saturday evening, March 25, to celebrate our little sister's twelfth birthday. A lovely trip it was, for even the orchards along the way were all dressed up for the occasion in dainty pastel shades, looking even fresher and lovelier through the intermittent rain that fell during the evening.

Guests arrived from far and near, and many greetings were exchanged and friendships renewed. The big dining room of the hotel was filled for the birthday dinner, and a varied program was enjoyed. And can you guess what we had for dessert? Yes, right the first time — but not just ONE birthday cake, as would satisfy most twelve-year-olds. For at the crucial moment one member from each table disappeared from the room, out went the lights, and in came a delightful procession of birthday cakes covered with tiny lighted candles.

More music and entertainment completed the evening, and so we departed, with best wishes for many, many happy returns, and hoping to be invited again next year.

M. M.

DRAMATIC NEWS

Almost every member of the Dramatic Secti came out on Tuesday, March 28. Clotilde Grunsl hoped to be there, but at the last moment decid that she was not quite equal to it. It's nice to kn that Clotilde has progressed to the point where s feels ambitious.

We are pleased that two of the newest club me bers, Mrs. Cecelia Spade and Miss Nevada Po enjoyed their first Dramatic Section meeting much that they have decided to join us.

Rose Bezek, our chairman, selected *The Anim Kingdom*, by Philip Barry, to be read and discuss that evening. Dialogue that is brief, spontaneo witty, with considerable depth and power for all lightness, held the attention from beginning to en

Next Tuesday, April 11, will be our first meeti with Mrs. Eva Smith Hackett. All regular membe all prospective members of the Dramatic Section, sure to attend! Those of us who have worked wi Mrs. Hackett know that she has something to off in dramatic education that will be of benefit to eve business woman. Be at the club rooms at 7:30.

ELSIE MACLAREN.

CIVIC SECTION REBORN

"We are not going to have a revolution; we a in one now, and what we do and think now, decid the way in which this revolution will swing. W should study economic problems and discover wh place women can take in world activities. . . . W must work with men and develop ideas for action

Thus spoke Margaret Torreyson at the round tab discussion at the first meeting this year of the Ec nomic Discussion Group under the Civic Secti Monday, March 27. Dr. Crete A. Crockett, chairm of the section, began the meeting with a short ta saying that we are now in a new era; that thin are happening too fast for any one person to wat them all; that we should be like watchmen on a h each looking in a certain direction and keeping t others apprized of what is occurring in his field vision.

Each member of the group was asked to give l opinion as to what such a group should do. Th we know the thoughts and the reactions of differe groups, both conservative and radical, throughc our community; that we plan to help those who ne employment to help themselves; that we know a speak out on questions before the public; that get in line with the National Federation's ten-ye objective, education and international program that we study the plans being put forward to evo a new economic system;—these are some of the ide expressed by members of the section.

Ida Lord told what practical ideas she had deriv from Grunsky's book, *Ways to National Prosperi* Louise Stivers gave her reaction to Stuart Chas *New Deal.*

All who attended this meeting were convinced th this is going to be one of the worthwhile sections the club, one which is going to do things which w benefit not only the club, but the community as whole. Come to our next meeting, April 24, and p pare to make this "a better business world."

LOUISE STIVERS.

THE FASHION SHOW

Our hostess, Betty Walton, with her usual gra-us charm, greeted the members and guests and ached briefly on the objectives of the club. It would be quite impossible to express adequate anks to Merle Curington for her part in making evening a success.

Betty Walton showed us models of the attractive es that Johanna Heim offers to the public. One ed not sacrifice style for comfort as they combine th.

Miss Louise Fordham, for whose appearance we indebted to Bertha Dale, sang her way into our arts. Her voice is beautiful and her personality d appearance are in keeping with it.

Foundation garments from Anita K. Mayer's op modeled by Callie Bachich and Josephine dasill won much applause not only for the useful-ss and beauty of the garments but also for the rfection of the models. Girdles and "bra's" and ening corselets were shown.

Next a talk by Adelaide Mason, one of our newer mbers who is a designer and modiste; she spoke us on the importance of color, form, and line, owing that each one must be taken into considera-n in the selection of garments.

Then to show the need of being fitted to individual les, many lovely models were displayed from the Greb-bie" Shop. The perfect molding and color-g of each dress to the individual model showed w well Ida Grebinar has thought out each detail. e models who displayed these frocks did so most acefully, and to them we owe a sincere vote of anks—Mae Barr Long, Grace E. Sweney, Rae orrow, Callie Bachich, Edith Floyd and Edith gar. Josephine Rudasill sang for us and it was a y to hear her.

Helen Doble modeled the lovely furs sent by Helen nioff—beautiful Russian caraculs in many shades long coats and short jacquettes. Mrs. Benioff ve a very interesting and informative talk on rs and the countries from which we get them.

To Mrs. LeRoy, who led the choral in a lilting aria, are deeply indebted.

Mrs. Sanford showed us many of her attractive gs and instilled a yearning for them.

Next Rose O'Brien gave us a brief outline as to w imported models are purchased, copied and sold re. Her models, Dr. Adah Ruth Taylor, Dr. Jo-phine Frisbie, Esther Miller and Inez Preston, owed sports clothes first, then clever prints, dainty ternoon dresses and evening gowns. The climax s reached when the bathing suit of the "gay neties" was shown in comparison with the one of lay, the former a heavy alpaca garment with pomer, skirt, SLEEVES, and white anchor on the est, to say nothing of long black stockings, worn Dr. Taylor, and Esther Miller showed the most breviated trunks and upper of today.

The regular committee was ably assisted by ances Egan, Marie Whaley and Laura Gibbel.

Among our guests were three mothers, whom we e always happy to have with us, Mrs. Boardman, rs. Lidstone and Mrs. Maclaren.

Lillian Broeker was the guest of our president, rtha Dale. Mrs. Herbert W. Bailey and Miss ind were the guests of Mrs. Maxwell; Mrs. Etta empstead, of the San Mateo Club, was the guest of rtrude Tubbs; Mrs. James Clyde and Miss Jessie yde were the guests of Charlotte McClelland; rs. Edward Llewelyn and Mrs. Ethel Freisinger re guests of Hazel Jacoby; Doris Hamerslough was the guest of Mrs. Saxon; Miss Chesebro was Jessie McKinney's guest; Miss Hamilton was Bertha Pierce's guest.

Delicious ice cream was served buffet style, and once more we parted. HAZEL JACOBY.

DINNER MEETING, APRIL 18

NINON: A name we all know. Many of us read in our morning *Chronicle* what Ninon has to tell us each day. Breakfast is not complete unless we are in touch through her clever messages with what is going on in the world of style. However dowdy or commonplace may be our personal habits of dress, we like to read about the new idea and the smart idea in fashion.

Begin now to plan for the program meeting on April 18. You will not want to miss the talk Ninon is going to give us that night on "Sartorial Smartness." It will be good. E. S. A.

DR. SUSAN HARRIS HAMILTON
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CLUB NOTES

ADAH RUTH TAYLOR

Estelle Kane is spending the week on her father's ranch near Hayward. Estelle has needed this rest for some time. We expect her back full of pep and new schemes for her membership committee.

Two new books have been added to our shelves by the Book Section: *Inheritance,* by Phyllis Bentley, and Mr. Grunsky's *Ways to National Prosperity.* We are also indebted to Jessy Scott for *The Pride of Palomar,* by Peter B. Kyne.

The president has appointed Ethel M. Johnstone to the chairmanship of the committee on public relations.

We quote from a recent letter written by one of our good members who may be separated from us by many miles, but is always with us in spirit: "Lest I be classed as delinquent, here's my check for dues and let me assure you I feel it is money well spent. I still enjoy THE BUSINESS WOMAN, although there are many new names in the various activities, and it makes me wonder what has become of some of the former standbys. Working behind the scenes, no doubt; their influence constantly felt, and their achievements an incentive to greater effort on the part of the newer members. Kindest regards to all. WINIFRED KERR."

Change of address for our member Ella Lehr, who by the way is Ann Welcome of the *Call-Bulletin,* from 3386 Market Street to 60 Estero Avenue, telephone DElaware 5283. Please put this in your roster.

BOOK SECTION

We are happy to announce that for our April meeting Mr. Carl Grunsky is to talk to us about his own book, *Ways to National Prosperity.* This is indeed a rare treat for the section members.

Silva D. Chelgrene and Louise Stivers will lead the discussion on Mr. Grunsky's book. Frances Eagan and Marion Morris will tell us their reactions to *Union Square,* a new novel. We hope we will have a representative gathering.

Meeting April 10, 7:30 P. M.

GRAYCE DEMPSEY.

Office Telephone SUtter 3186 — *Residence Telephone* WAlnut 0973

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SPECIAL COLLECTIONS APR 15 1933

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 APRIL 15, 1933 No. 15

SPECIAL COLLECTIONS

CALIFORNIA ACADEMY OF SCIENCES
APR 21 1933
RECEIVED
SECTIONS

Weekly Program

April 18—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Ninon.
Subject: Sartorial Smartness.

April 20—Choral Section, 6:45 P. M.

April 20—Thursday Open House, 8 P. M.

Hostesses
Margaret Bell
Elsie Maclaren — Louise Stivers
Susie Hicks — Allene Schuerbrock

Coming Events

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

EASTER GREETINGS FROM *THE BUSINESS WOMAN*

ARTORIAL SMARTNESS AND NINON

Have you ever met this delightful young woman? u know how she looks because you see her so often the woman's page of the San Francisco *Chronicle*. non will be our guest speaker on April 18. She l do more than tell us what is smart in spring ap- rel. She will tell us why certain styles are smart you and not smart for me. She will tell us how ch of us can better express personality in terms of ractive dress. She believes that every woman ould know the principles of correct dressing.

She is sure that the woman who has lost her girl- figure can still dress harmoniously to express a ntented, comfortably fat personality. She says woman who is working all day long needs at- ctive garb even more than the woman who is a cial butterfly.

Do you know that Ninon, partly because she is a siness woman herself, thinks business women are salt of the earth?

Her talk will top off our fashion show of last nth. Come early to avoid the rush. Be sure to ke your reservations for yourself and your guests rly. This will be an interesting meeting to which bring that friend who is almost ready to join the ub. Remember, members are just as welcome after nner as before. Ninon will begin to talk about ven-thirty.

E. S. Adams.

TRAFFIC CLUB DANCE AND BRIDGE

San Francisco Women's Traffic Club cordially invites the members of the Business and Professional Women's Club to attend its dance and bridge party aboard the Panama-Pacific liner *Pennsylvania*, Pier 39, Friday evening, May 5. These affairs have proved to be most enjoyable in the past, and for those who do not dance, it is possible to make up their own table for bridge. Tickets, $1.00 each, including Federal tax; reservations with Mrs. Burlingame.

ELECTION OF DELEGATES

At the business meeting on April 4, the following members were nominated as delegates to the convention of the California Federation of Business and Professional Women's Clubs to be held in San Jose on May 20 and 21, 1933:

Ethel Johnstone	Callie Bachich
Rose McKenna	Gertrude Tubbs
Elizabeth Adams	Adah Ruth Taylor
Frances Raymond	Margaret Torreyson
Ida Grebinar	Charlotte McClelland
Ruth Shaw	Z. Clements
Ida Reed	Estelle Walker
Jean Doub	

The election will be held on April 18, 1933. Six delegates and seven alternates to be elected. Polls are open until 7 P. M.

Following members will serve as the election committee:

Nancy Jordan	Jene Bishop
Alice Kennedy	Marie Crandall

Florence C. Attridge,
Recording Secretary.

The Business Woman

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Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson
Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
Rae Morrow Margery E. Shaffer

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

NORTHERN DISTRICT CONVENTION

On April 22 and 23, Northern District invites us to its convention with Santa Rosa as hostess club. The attractions of Sonoma County are many: redwoods; petrified forest; the finest golf course north of San Francisco; the Valley of the Moon and home of Jack London; the home of General Vallejo; and the gardens of Luther Burbank. The rates are reasonable: dinner 75c, breakfast 35c, and luncheon 60; registration fee, 25c.

The president, Miss Helen McMannis, hopes to greet a large delegation from San Francisco. Reservations with Mrs. Burlingame.

SAN LEANDRO BIRTHDAY DINNER

"Dear Miss Dale: You and the members of the San Francisco Club are cordially invited to attend the seventh birthday dinner of the San Leandro Club on April 19, 1933, at Lake Merritt Hotel, 1800 Madison Street, Oakland. Dinner will be served at 6:30 P. M. and will be $1.00 per plate.

"A very interesting program has been planned. Our speaker will be Mr. Julian D. Brewer, attorney from San Francisco. This is our first birthday dinner away from home and we hope that a goodly number from San Francisco will be with us to help make our evening a success. Sincerely yours, Ida M. Barnes, Corresponding Secretary." Reservations with Mrs. Burlingame as soon as you receive your copy of THE BUSINESS WOMAN. The president hopes that a large number will be able to accept San Leandro's invitation.

CLUB NOTES

ADAH RUTH TAYLOR

Miss Lois A. Peckham is spending the summe San Jose, where she has opened "Bum's Retre at 615 East Santa Clara Street. Lady Peckham dially invites all B. P. W. girls to make their h quarters at the Retreat when in San Jose. She many have been there and she hopes there wil many more before the summer is over.

The first woman to talk over the new transpa radio phone connecting San Francisco with Ma was our own Leola Good. You will find the n paper clippings on the bulletin board.

Bridge players will be interested in Jeannette Curdy's articles explaining play of duplicate t nament bridge now running in the *News*. Mrs. Curdy has been selected as director of the *San F cisco News'* world championship elimination t nament, to be held in Chicago during the Wor Fair.

Louise O'Hara made a hurried trip to Los geles last week to visit her brother, who was s ously ill with appendicitis.

Ruth Tonkin was home for several days with "flu."

Marie Judge left last Friday for the East and hear will sail for Europe later.

Lilian Elias is spending her vacation on desert.

More new books for the girls. The Book Sect has given us *Peking Picnic*, by Ann Bridge, *Ex-Wife*, by Ursula Parrott, is the gift of M W. B. Hamilton.

A large delegation of seventeen members led our president, Bertha Dale, sped to Stockton Saturday afternoon for the annual meeting of Bay District. If we count Josephine Hogan Stockton, Sophie Root and Edna Hansen of Bur game, we had twenty members at the Stockton m We hear the weather was unusually warm for spr and the fields and orchards visions of beauty. Eve one is enthusiastic about the delightful entert ment and warm hospitality of the Stockton C and its gracious president, Jane Frye.

OPEN HOUSE

Our delightful family group, numbering about sent another Thursday evening on its way, app ently rejoicing; each one bridging, jigging or vi ing, as suited her fancy.

Our own Blanche Newton and Jeanne Good paid us a visit, as also Mme. Estill, Margaret Dai Marie Wilkening, and Daisy Dennis, members w do not come often. They have promised to t over a new leaf, and we hope they will, as we sur enjoy having them.

We were also delighted to greet Mrs. Underwo a friend of Judge Theresa Meiklé, and prospect new member. We certainly enjoyed meeting M Underwood and hope she liked us well enough to come one of our fine group.

What cared we about beer parties, when we co finish this happy evening with such refreshments we had? Delicious home-made marmalade and p nut butter sandwiches, for which we owe Marg Shaffer a vote of thanks, and a melt-in-your-mo home-made cake contributed by Rose O'Brien.

Pinch hitters Mrs. Florence Hogan and Miss D Preston, new members, gave the reception comm tee some fine assistance thus another Friendsl brick went securely into place.

THE NEW ROSTER

Each member of the club is requested to fill out the blank below in order that we may have the information necessary in preparing our new roster. Whether or not you have changed your address, it is necessary that this information be in the hands of the roster committee. It will be much appreciated if you will send it in promptly, thus saving the committee the necessity of getting in touch with each member personally in order to verify the information which we have at present and insure that the roster which reaches your hands will be exact and correct in every particular.

The roster is an excellent advertising medium. All interested in reserving space are requested to communicate with the committee.

Please cut out the blank below, and return it NOW to the Roster Committee, 609 Sutter Street.

MARION MORRIS, Chairman.

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

LEGISLATIVE ROUND TABLE

MARGARET TORREYSON

If the Department of Social Welfare is abol-ed, a similar department will have to be created fulfill the conditions upon which the Federal vernment will consider the granting of aid to the nties of the State of California. The unneces-y expense of abolishing and recreating the de-tment needs no comment."

Here are some of the bills which relate particu-ly to this department, and should be watched:

Relating to adoption of children and removing ite Supervision of Same.

A. B. 1325—Referred to Committee on Social rvice and Welfare.

S. B. 58 and 59—Referred to Committee on Ju-iary.

S. B. 710—Referred to Committee on Govern-ntal Efficiency.

Relating to abolition of State Department of cial Welfare:

S. B. 709—Referred to Committee on Govern-ntal Efficiency.

*S. B. 1139—40-41-42—Referred to Committee Governmental Efficiency.

*(Skeleton bills dealing with Department. These ls are most dangerous as they merely state "An to amend section ..... of the Civil Code, as lows:) No one knows what is in the bill unless is followed up in the committee to which it has en assigned.

The California League of Women Voters has de an extensive study of unemployment insur-ce, and no better resume of this bill can be given n that set out by this organization.

"There is at present a bill before the State Legis-ure providing for a system of unemployment erves in this state. It is Assembly Bill No. 878, and was drawn by the State Unemployment Commission and introduced by Messrs. Hornblower and Cronin.

(*To be continued*)

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BAY DISTRICT'S FIRST ANNUAL MEETING

Did you ever nod a smiling assent to someone's sign language (thinking she said, "Isn't everything just wonderful?") and then find you had committed yourself to do something? That's what Ethel Maxwell did to me. However, she didn't say, "Report the meeting," so here are my impressions:

Long before we reached Stockton I knew this meeting would be different. Never were the hills so green and the wild flowers so gorgeous. Even the Stockton girls with their lovely tarleton dresses carried out the flower motif at the President's Dinner, which was a feast for the eye as well as the palate. When Miss Fry, president of the Stockton Club, introduced our charming state president, Miss Winifred M. Frye, one realized that this was not just another meeting but a gathering of friends, and so I think the entire Stockton meeting can be described as an adventure in friendship and loyalty. Miss Frye's response was inspiring and we appreciate the effort she made to be with us. The delightful program built around the flower garden with soloists and choral of the Stockton Club would have done credit to professional singers.

The recording secretary will give you statistical and parliamentary information. The business of the district meeting was efficiently handled. The meeting was held in the Haggin Memorial Art Gallery and those who were not delegates enjoyed an hour browsing around this fine gallery. Mrs. Mable S. Gregson presided at the business meeting. We are fortunate in having so able a district president. An outstanding feature was the report by each club president as to the plans of her group.

As to entertainment, is there another club of similar size with so much home talent? I doubt it. The Stockton Club spared neither time nor effort in plans for our enjoyment and the applause which greeted each number only partly told of our appreciation. The Sunday luncheon at the Country Club was a happy idea, Stockton! Singing between courses, introductions and responses by the presidents, then the musical program. We were charmed by the violin in the hands of Lucy Bruch, the singing of Mrs. Asa M. Clark and the harmony of the four young men from the College of the Pacific. The guest speaker, Dr. Tully Knoles, president of the college, gave a most interesting and enlightening talk on *The New Demands on Education,* which was a revelation. One was unaware of the progress made in the line of educational freedom for women since that earnest band of pioneers first set out to gain admittance to the halls of learning for women as well as men. Because of their efforts and sacrifices, we, their successors, can do no less than our share to carry on their work for the betterment of humankind. In the words of our state president, we will find that by standing together in friendship and loyalty much that is good will come out of even these times of stress.

LOUISE C. BUCK.

Friends! Easter Sunday is April sixteenth. May we have the pleasure of serving your wants for Potted Plants, Cut Flowers, and Corsages?

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APR 21 1933

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 APRIL 22, 1933 No. 16

SPECIAL COLLECTIONS

Weekly Program

April 24—Civic Section, 7:30 P. M.
April 25—Dinner, 6:30 P. M.
Hotel Bellevue.
Speaker: Captain George Dibbern.
Subject: "The World Cruise of *La Tunga.*"
Price, 65 cents.
April 27—Choral Section, 6:45 P. M.
April 27—Thursday Open House, 8 P. M.

Hostesses
Jessie McKinney
Lucile Cordrey Minna Brown
Adah Ruth Taylor Allene Schuerbrock

Coming Events

CALIFORNIA ACADEMY OF SCIENCES
JUN 15 1933
RECEIVED

LUNCHEON SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

SEND CHARLOTTE TO HONOLULU SPECIAL DINNER, APRIL 25

With the double purpose of aiding our popular st president, Charlotte McClelland, to win the con- st for the Honolulu cruise, and having an oppor- nity of securing an unusually interesting speaker r Tuesday evening, April 25, the president and ard of directors announce a special dinner to be ven in the main dining room of Hotel Bellevue at 30 P. M., price sixty-five cents, reservations with rs. Burlingame. By their attendance the members ll be adding substantially to Mrs. McClelland's tes and it is hoped that a large number will be esent to hear this entertaining talk.

Captain George Dibbern, our speaker, will tell us his two-year cruise from Kiel, Germany, to this rt in a thirty-foot boat with no motive power but lls. En route the boat visited Dover, London, ports Italy, Spain, Portugal, the Mediterranean, the nary Islands and the West Indies. When Captain bbern reached Balboa, he sailed uncharted seas r 101 days. Not knowing that vessels were in the bit of tacking to Honolulu and then to San Fran- co, he encountered terrific storms and gales on the yage north, which tore his sails to ribbons. At esent the boat is in Sausalito being repaired, and ll shortly be on exhibit at St. Francis Yacht rbor.

The Baroness Von Fritsch, who will accompany ptain Dibbern to our dinner, signed on at Kiel as p's cook in order to make this adventurous and citing trip.

CIVIC SECTION

"Far along the world-wide whisper of the south wind rushing warm;
With the standards of the peoples plunging through the thunder storm."

Are we at last forming a world such as philosophers and poets have dreamed of? Are we watching the coming in of a reign of universal peace and brotherly love brought about, not because of moral precepts preached to us on Sundays, but because economists of the new age are showing us that it is the only way we may continue to exist?

If thoughts such as these have been coming to you, or if you are interested in what is going on in the world, or if you want to become informed of what the economic conditions are today and what steps are being taken to change them, come to the economic discussion group, meeting under the Civic Section Monday night, April 24. Dr. Crete A. Crockett, the chairman, has an interesting program lined up. Current events will be given by Cornelia Seeley. What bills are before the State Legislature at present, affecting women, will be discussed by Margaret Torreyson. The Financial System will be taken up by members as follows:

Gertrude Eckhoff—What Is Credit?
Daisy Dennery—The Banking System.
Silva Chelgrene—Deflation and Inflation.
Ednah Butler—Barter.
Lynn O'Brien—Socialist Viewpoint on Money.
Margaret Torreyson—The Gold Standard.
Lou Stivers—Money.

FOR YOUR ROSTER

Change of address: Mrs. Phoebe Wramp, 1845 Franklin Street, GRaystone 5837.

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Reception.....Betty Walton
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Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CLUB NOTES

ADAH RUTH TAYLOR

We hear that Viola Hawke took some very good pictures of *Old Ironsides* just before the ship left San Francisco. Viola started early without her breakfast and managed to get a special pass to go aboard.

Mrs. Edyth Wiltse and Mrs. Genevieve Allen are two very happy mothers. Mrs. Wiltse is expecting her daughter Irma from New York for a two weeks' visit, and Mrs. Allen has her son and daughter-in-law here for "keeps." Mr. Allen has taken over the management of the Alexander Hamilton Hotel.

The beautiful roses and California poppies seen in the club rooms last week were from Florence Calderwood's garden in Palo Alto. Many thanks to you, Florence!

Marie Crandall drove up to Angels Camp to spend the week-end with friends.

The apologies of THE BUSINESS WOMAN to our new member, Florence Hogan. Through an error in proofreading, the name of her firm, the Hogan Floral Company, in the advertisement last week read Hogal. Buy your next corsage from Mrs. Hogan, girls, and tell her you saw her ad in THE BUSINESS WOMAN.

MOUNTAIN PLAY

Sunday, May 21, has been set as the date for Twentieth Annual Mountain Play, in the natu amphitheatre on Tamalpais.

The play this year is to be *The Daughter of Jo* a translation from the Italian (La Figlia di Jor by Gabriele D'Annunzio. This is the first time t the Mountain Play Association has attempted Italian production. However, other translati from the classics of Europe have included: Her Ibsen's fantastic *Peer Gynt* and Gerhard Hau mann's story of the Hartz Mountains, *The Sun Bell.*

The scene of *The Daughter of Jorio,* a paste tragedy, is laid in the land of the Abruzzi and action takes place some time presumably about middle of the sixteenth century. The story is ba on no particular legend but is deliberately built a foundation of the inherent beliefs and the tr tional customs of the Abruzzi.

The announcement of the date of the annual p duction on Mount Tamalpais is eagerly awaited residents of the bay district, who set aside that as the occasion for a holiday in California 's glori out-of-doors.

Everett Glass will again direct and many for stars of previous Mountain productions will be in important roles.

M. G. MILLIKEN

DRAMATIC SECTION

Everybody knows the old story of the little b tam rooster, four inches high. With great struggl and pushing he managed to roll an ostrich egg fr the zoological garden to his little barnyard. W he got it there he pointed to it with one foot said to the little bantam hens: "Ladies, I do criticize or want to urge you beyond your nati strength. I brought this egg just to show you w *other hens do.*" So, if you have not yet joined Dramatic Section, you haven't found out what can do. *You* better join us right now, and get in the ground work.

Clotilde Grunsky was back with us again a having been confined to her home for several we on account of illness. We were happy to see again, Clotilde. Mrs. La Rose joined the sect and we wish to extend to her a hand of welcome.

Everyone looked forward to our first night w Mrs. Hackett, and as usual were not disappoint Our meeting with her consisted of lessons in pro breathing, grace exercises, voice placement, art lation and expression in reading; something we need in both business and social life. After an h and a half we left the club rooms inspired and w a feeling of complete relaxation. We are looking ward to our next meeting with Mrs. Hackett, Tu day, May 9, at 7:30.

We also wish to announce that due to the exper connected with the securing and mailing of the tickets, it will be necessary to make a service cha of five cents in addition to the price of the tic This charge will not be made on theater tick secured by the members of the Dramatic Section

There will be no meeting of the section on Tu day, April 25, as members of the section will w to attend the dinner at the Bellevue Hotel, at the same time help one of our group, Charle McClelland, in the Honolulu cruise contest.

ROSE A. BEZEK, Chairman

LEGISLATIVE ROUND TABLE

'It covers all workers *except* farm and domestic
or, teachers, state employees, and non-manuals
. 'white collar' workers) earning $175 or more
nonth.

'Contributions are to be made by both employers
l workers, and are to amount to 2% of payroll
the first two years and whenever the reserve in
employer's account amounts to less than $50
employee, 1% of payroll if the reserve is be-
en $50 and $75 per employee, and are to cease
en the reserve amounts to $75 per employee, be-
ning again, of course, if benefits are drawn out
nging the fund below that amount. These contri-
ions are to come 30% from the employee, and
% from the employer. In addition the employer
s 2/10 of one per cent of payroll for administra-
n, or less at the discretion of the Director. A
arate fund is kept for each employer, from
ch alone his workers can draw benefits—unless
rorker has been employed by successive employ-
within the year, in which case he can collect from
h of them one week's benefits for each four
eks of employment.

'Benefits are proportionate to wages: $12.50 per
ek if the weekly wage was over $20, $10 if it was
ween $15 and $20, $7.50 if it was between $10
l $15, and $5 if it was below $10. The number of
eks for which a worker can receive benefits is
ited to 13 a year.

'Before a worker is entitled to benefits, at least
weeks' contributions must have been made by and
him during the preceding year, or 40 weeks' con-
outions during the 2 preceding years. This meas-
assures the building up of a certain reserve for a
rker before he can start collecting, and also rules
the "unemployables", that is, workers who
not hold a job for as many as 26 weeks in times
normal employment. Of course, it would also
e out all the unemployed at the present time.

'A worker claiming benefits must accept any
rk offered him, for which he is reasonably fit, or
loses his right to benefits.

'For the administration of the scheme, a Division
Unemployment Reserves and Compensation is to
created within the state Department of Indus-
l Relations, and the Director of the Department
ppointed by the Governor) is automatically to
come Director of this Division. He is charged
h the duty of creating state employment districts,
ting up public employment offices, making poli-
s and regulations, and employing all the persons
cessary to carry out the work of the Division.
ovision is also made for a Commission of five
mbers, non-salaried and appointed by the Gov-
nor, which shall also make policies, rules and regu-
ions, and pass on those made by the Director.
esumably this Commission is intended to act as a
eck on the actions of the Director, but it can have
real control over him since it neither selects him
r is empowered to discharge him.

'Any employer who wishes to set up a company
n of unemployment reserves, or to guarantee em-
yment instead of compensation for unemploy-
nt, may remain outside the state scheme upon
ving his plan approved by the Director and giving
arantees of his good faith and ability to carry
a private scheme."

Before sponsoring any such bill for unemploy-
nt insurance or reserves this organization sug-
sts the following provisions:

1. A pooling of funds by industries, rather than
arate funds for each employer.

2. Continuous payments of contributions to the fund, rather than a fixed maximum limit.

3. Administration by a Commission, rather than by an official appointed by the Governor.

The San Francisco Chamber of Commerce is opposed to the enactment of a compulsory unemployment reserves law at this time for the reason that it believes such a law will present endless administrative complications and difficulties, create a costly bureaucracy, open the way to a flood of dangerous legislation, and lead to an undesirable form of poor relief entirely supported by employers and by employees earning less than $2,000 annually.

The Commonwealth Club has also made an extensive study and survey of this subject of compulsory unemployment reserves. The bulletin of this organization, issued February 28, 1933, carries a most interesting report of its findings.

If these three organizations are so intensely interested in this newest problem to be placed before the industrial and commercial world of the state, surely we as business and professional women should make a study of this bill which will so vitally affect employers and employees, be they business men or business women. What are we going to do about it?

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Residence, EV ergreen 7742

THAT HAWAIIAN CRUISE CAMPAIGN
has been extended to May 6th to enable the contestants to have the benefit of the votes from the April paid accounts.
The following firms are issuing votes:

Art Floral Co.	The Albert Samuels Co.
Ideal Laundry Co.	Hastings
Wilson's	McLean's
Wm. L. Hughson Co.	A. Carlisle & Co.
John Breuner Co.	Sommer & Kaufmann
Gurley-Lord Tire Co.	Broemmel's Pharmacies
The Unique	Ruud Heater Co.

Berlin Cleaning & Dyeing Works

Ask for votes, please, and send your member to Hawaii! Thank you.

Charlotte F. McClelland.

OAKLAND INSTALLATION

"Dear Miss Dale: You and the members of the San Francisco Business and Professional Women's Club are cordially invited to attend the installation dinner of the Oakland Club on Thursday evening, April 27, at the Hotel Leamington in Oakland. A musical program has been arranged featuring Rudolphine Radil, soprano, William Peterson, tenor, and Josephine S. White, reader and accompanist. Dinner will be served at 6:30 P. M.; price, $1.10. Cordially yours, Anna Lignell, Corresponding Secretary."

Reservations with Mrs. Burlingame not later than Wednesday, April 26.

ANOTHER THURSDAY

Let us drive your cares away! "Open House Friendship" night guarantees this service.

Betty Walton with her splendid hostess committee made possible another happy gathering of members and guests, each chatting, bridging or jigging as suited her mood. Some prospective members added pleasure to the evening, among them being Miss Gemma Traversi, guest of Florence Hogan; Miss Goldie Scott, guest of Frances Egan; Miss Lena O'Connor, cousin of Almyra Duffy, and Miss Hudson.

Miss Louise Jolly of the Alameda Club, who is also our State Educational Chairman, paid us a visit and we hope she will come again. Mrs. Underwood met with us and we are delighted to welcome this new member and hope to see her at many gatherings.

It did not seem natural not to see Allene Schuerbrock filling our teacups. Her absence is almost unforgivable, as she is one of our "reliables," but we all hope to see her next week. Betty's pinch-hitters, Elsie Maclaren and Ada Wilkinson, came to the rescue and all went well. Betty says she could never have vouched for a real cup of tea had it not been for the capable assistance and co-operation of Elsie Maclaren. Adah Ruth Taylor challenged temptation with a delicious cake, and many thanks to her.

The aim of Open House on each Thursday evening is to create a closer friendship among the members, so don't forget to join us whenever you can and get better acquainted.

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APR 28 1933

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 APRIL 29, 1933 No. 17

Weekly Program

Coming Events

CALIFORNIA ACADEMY OF SCIENCES LIBRARY JUN 15 1933 RECEIVED

May 2—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

May 4—Choral Section, 6:45 P. M.

May 4—Thursday Open House, 8 P. M.

Hostesses
Bessie Kibbe
Rose Miller — Edith Clark
Hazel Jacoby — Allene Schuerbrock

Book—Second M[illegible] 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays. 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

ELEGATES TO STATE CONVENTION

On Tuesday evening, April 18, 1933, the following re elected as delegates and alternates to the con- ntion of the California Federation of Business d Professional Women's Clubs, to be held in San se on May 20 and 21, 1933:

Delegates	*Alternates*
Ida Reed	Elizabeth Adams
Margaret Torreyson	Caroline Bachich
Charlotte McClelland	Ethel Johnstone
Frances E. Raymond	Adah Ruth Taylor
Z. Clements	Gertrude Tubbs
Jean Doub	Ida Grebinar
	Rose McKenna

The president, Bertha J. Dale, heads the delega- n ex-officio.

NANCY JORDAN,
Chairman Election Committee.

WOMEN IN PUBLIC LIFE

Eleanor Roosevelt, member of the National Fed- ation, says that a married woman has a right to rk and earn, and that neither the government nor y person should attempt to determine for her ether she needs to work for pay. She says also at marriage is no longer the only aim and object life for a young woman. She looks upon this as advancement, "for it draws us all closer together the really big society of humanity."

Senator Hattie Caraway holds the highest elective ice of any woman in this country. Appointed to out her late husband's term, she was returned to e Senate by a large majority, indicating she had rved her constituency well. Retiring in disposition d no speechmaker, her votes tell the story of her nscientious judgment and independence of party mination. Recently she was honored by having r colleagues select her as chairman of Committee Enrolled Bills. When President Roosevelt wishes find out the status of bills before the Senate, he will confer with Mrs. Caraway. This is the first time a woman has held a committee chairmanship in the Senate.

OPEN HOUSE

Doth the Moth destroy and the Rust corrupt, or the Rust destroy and the Moth corrupt? Our Thursday nighters would not concern themselves with so weighty a problem unless it offered some diversion, and surely Allene Schuerbrock's attempt to get this straightened out caused considerable merriment. However, like most problems it seemed to remain unsolved!

At any rate, thanks to Allene, our cup o' tea was perfect and we are indebted to Ida J. Lord and Hazel Ramon for the delicious cake and cookies which we enjoyed with it.

Our own Ada Brace, whom we have not seen since September, came in to say Aloha and brought with her a box of delicious candy, which caused all the calory-counters to moan and groan but finally yield and take on another one or two. Thank you so much, Ada, and we are looking forward to that promised treat of fortune-telling before long.

Several interesting visitors added zest to the evening, among them being Irma Wiltse, daughter of Mrs. Edyth Wiltse; Mrs. M. Stanton, guest of Margaret Bell; Mrs. Beulah B. Morris, president of the Traffic Club, Mrs. Carolyn Webber (now one of our own members), Mrs. Florence McClancy and Miss Nan G. Lawrence dropped in for a few moments after their Traffic Club meeting in our building. We do hope they will all come again. It also gave us great pleasure to greet Dr. Fernald, one of our members who has not visited us for some time.

Pinch-hitters Rose Haas and Hazel Ramon gave the reception committee some good help.

Remember, members old and new, the purpose of open house night is the development of closer friendships. We hope you will join us whenever you can.

B. W.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
Associate Editors.....{Virginia V. Mueller
{Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

OFFICERS

President.....Bertha J. Dale
First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
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Program.....Elizabeth S. Adams
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Publicity.....Lucia R. Steidel

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Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

SAN LEANDRO CLUB'S BIRTHDAY PARTY

The Lake Merritt Hotel, on the shores of Lake Merritt in Oakland, was the delightful setting for the Annual Birthday Party of the San Leandro Business and Professional Women's Club, Wednesday evening.

Four members of the San Francisco Club, Charlotte McClelland, Gertrude Tubbs, Almyra Duffey, and your president, enjoyed the program of music and song presented by the San Leandro Club. Mr. Julian D. Brewer, an attorney of San Francisco, gave us some side lights on lawmaking, taking as his subject "There Ought to Be a Law Against That."

Our own Mabel Gregson, president of the Bay District, installed the new officers of the San Leandro Club. Mrs. Cecelia Weldon, the wife of the Mayor of San Leandro, is the new president and Mabel Fogg the vice-president. A number of the clubs in the Bay District were represented by their presidents: Mrs. Inez Boren, Burlingame; Miss Margaret Perkins, Berkeley; Miss Lucile Hewitt, Alameda; and Mrs. Margaret Evanson, Richmond.

BERTHA J. DALE.

Attend the

Biennial Convention of the National Federat of Business and Professional Women's Clul

Hotel Stevens, Chicago—July 9-15

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MRS. E. PEARL WARWICK
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Chicago, Illinois

Housing Chairman

MRS. MONICA MORRISON
Room 530, Palmolive Building
Chicago, Illinois

CLUB NOTES

ADAH RUTH TAYLOR

Dr. Crete A. Crockett is keeping abreast with men in her profession. She attended the ann scentific program of the California Medical Asso tion held in Del Monte this week.

Frances Raymond is another very active busir woman. Mrs. Raymond attended the Inland Emp Convention in Spokane, Washington.

Among those who made the trip to the North District Convention at Santa Rosa last week w Bertha Dale, Sylvia Kempton, Frances Rayme Ethel Johnstone, Charlotte McClelland and J Rossow.

Elizabeth S. Adams had a very enjoyable w end to Carmel Highlands, Pacheco Pass and Joaquin Valley.

Wasn't it grand to see so many new faces at last Tuesday program dinner? Miss Jane charming president of the Stockton Club, was guest of our president, Bertha Dale. Mrs. Ma Haynes of the Citizens' Relief Committee, a member, made her first appearance at a din meeting. Sylvia Kempton had as her guest E Barnes of the San Francisco Main Library. M Steve Erigera, guest of Margaret Bell; Dr. Su Hamilton's sister, Mrs. G. W. Stout from Uki Mrs. Elizabeth Wooster, former deputy sheriff fr St. Louis, Missouri, who, by the way, is soon to one of us, was the guest of Mrs. D. Roach With We were glad to see several members who do come often.

Margaret Bell drove to Devonshire to visit frie last week.

Among those who spent Easter week-end out town were Viola Hawke at Fresno with relatives friends. Ida Reed and Betty Walton visited Id sister in Davis and Hazel Dominick with friends Irvington.

Hazeldean Mitchell has returned from a weeks' vacation spent in Phoenix, Arizona, and Angeles.

Two of our girls had very painful accidents their feet. Dr. Josephine Fernald tore the ligame of her right ankle joint and fractured the fib above the articulation of the bone. Gladys Benn injured the tendon sheath and veins over the ins of her left foot. Both girls are able to limp ab and will soon be walking normally again.

According to Mrs. Walda Rowcroft, the Cross made and delivered 2,783 garments during month of March.

Correction: Phoebe Wramp's telephone numbe GRaystone 5857. A mistake was made in last wee BUSINESS WOMAN.

WHO'S WHO—AND WHY

DR. PHILLIS BOURNE

The other day I dropped into the club rooms and
l the most fascinating chat with one of our mem-
's. Her life of interest begins back in 1876 when
e came West with her family by the just completed
ss-continental railroad. She was born in Massa-
setts and brought up in the atmosphere of Bos-
, where she learned to love the cultural side of
e. But in the West things were different, and our
t life member, Mrs. Nell Palmer, decided she
st help build a place for women in this new coun-
, so she went to Heald's Business College and
k a stenographic course.

In 1883 she took her first position with a manu-
cturing agent, which lasted two months. In 1884
e went with the Continental Oil & Transportation
mpany, staying a year; then with the Pacific
ast Oil Company, which in 1890 was absorbed by
e Standard Oil Company, and continued with them
til she retired in 1917.

When Nell Palmer became a business woman,
ditions were different. The work was done in a
ge, barn-like room with a central lamp light, and
e desk was put over in the corner, because she was
y the stenographer, and a woman at that, and
really needed no consideration.

I wonder if you realize that in those early days
ere were no typewriters, so all her shorthand notes
l to be transcribed in longhand. Even today Nell
lmer can read those same shorthand notes with
se. When typewriters were invented she finally
rsuaded her employer to get a machine and taught
rself to use it by the two-finger system. There
re no telephones and messages were sent by a boy
om office to warehouse.

Mrs. Palmer lived most of the time in Hayward
d had to commute to San Francisco, taking then
now about one hour. She reported for work at
A. M. and stayed until 6 P. M., so it made a very
ng day. As she lived two miles from the station,
ne member of the family drove her to and fro, not
a flivver, but by horse and buggy.

At this time, 1885, there were only about twelve
men stenographers in all San Francisco. There
re no comfortable, well-lighted and furnished of-
es to work in, no beautifully fitted rest rooms and
eerful, sunny lunch rooms; there was merely a
ace to work under the most trying conditions.

To keep fit, Mrs. Palmer became a hiker and al-
ys on a week-end walked ten to sixteen miles,
thering and studying the flowers in Marin County
d on the Oakland side. Later she took up photog-
phy as a hobby, carrying a heavy tripod camera
th plates taking 5x7 photographs. She has some
nderful views of all parts of Yosemite and the
erra mountain region and many other interesting
aces.

I know you will all want to know what sort of
stume she wore to work. It was a suit, skirt to the
or, a shirtwaist with large leg-o'-mutton sleeves
th a separate stiff collar, and as small a hat as
e could find, although I believe small hats were
t the style, but large Merry Widows with many
imes—remember?

Since her retirement, Nell Palmer has had time to
vel and enjoy her hobbies, to which she has added
other, the reading of mystery stories; but above
she has had time to enjoy what she loves most—
usic.

PERSONNEL STUDY

A member sends THE BUSINESS WOMAN an interesting clipping from the *Christian Science Monitor:*

"At a vocational guidance conference for undergraduates held at the University of Chicago, March 9, Miss Helen Norris, personnel director for a public utility, has made a study of the turnover of the 12,000 employees of her company for 12 years and finds that women stay on their jobs just as long as men. Her company employs on an average of one woman to ten men. There was no difference, as far as she could ascertain, in their average length of service.

"More and more women are keeping their positions after marriage, said Mrs. Marguerite H. McDaniel, vocational counselor. This trend, she thought, would help to break down the feeling on the part of business men that it is not worth while to spend time and money training women for executive positions.

"College training, she said, is increasingly valuable to women in whatever vocation they choose, whether home, business or profession. A list of the 12 greatest contemporary women recently offered by a magazine included 10 with college experience, one with an honorary degree and only one without formal higher education. Teaching positions still offer the best opportunities to women. A survey of women graduates of the University of Chicago showed 72.8 per cent in all professions, 65.5 per cent teaching."

REMEMBER

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PROGRAM DINNER, APRIL 18

On Tuesday evening, April 18, a large group of members gathered at the club dinner with the expectation of meeting Ninon and learning many things about fashion that would be a help to each and every one. But Ninon is a thoughtful and clever business woman, and being unable to come, she sent her double. We are very grateful to her and Miss Adams for the opportunity to hear such a delightful person as the Countess Maria Van Ridelstein. She gave an extremely entertaining outline of the history of style from ancient times to the present day. Fashion, she said, was like a pendulum, swinging from one extreme to the other. Today we dress to please ourselves, in the most convenient clothes for each occasion, and are always glad to receive admiring glances from the boy friends. Therefore we select clothes that are most flattering to our own personality.

Color plays a very important part. Of black, she said at one time none but elderly people wore it, because it is dignified. Now, very young girls wear it with no thought of age and because it is very becoming. During the depression colors have been rather dull and somber. Now, girls, let us put on lovely spring colors, to tell the world the depression is over.

Oh, to be Queen Bess, who had three thousand gowns in her wardrobe! The Countess spoke with such sure historical background and such understanding of the psychological reasons for fashions in the various ages of the world that everyone went home with much to think about. Many thanks to the Countess, and we all hope she will be with us again at some future time.

The meeting everyone decided was a big success, and the main dining room looked very pretty with the lovely floral decorations. We were delighted to have had the opportunity of greeting Jane Fry, president of the Stockton Club, along with a number of new members and many guests.

MARGARET BELL.

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MAY -5 19

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 | MAY 6, 1933 | No. 18

CALIFORNIA LIBRARY JUN 15 1933 RECEIVED ACADEMY OF SCIENCES

Weekly Program — *Coming Events*

May 8—Book Section, 7:30 P. M.

May 9—Dramatic Section, 7:30 P. M.

May 11—Choral Section, 6:45 P. M.

May 11—Thursday Open House, 8 P. M.

Hostesses

Grayce Dempsey

Ida Grebinar — Daisy Dennery

Sara Rosenberg — Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

STOCKTON INSTALLATION

Dear President and Club Members:

"The Business and Professional Women's Club Stockton invite you to attend their installation officers and Music Week program to be held on ursday evening, May 18, at the Clark Hotel. Din- r will be served at 6:30 P. M., and the price will seventy-five cents. A lovely Music Week program being prepared by our own Miss Mary A. Fuller d we assure you of a real treat. We shall be eased to see as many of you as can possibly come, d to have you meet our new corps of officers. Cor- ally yours, NINA D. BALDWIN, Corresponding cretary."

Reservations with Mrs. Burlingame by May 12. e friends of Elaine West will be happy to hear at she is to be Stockton's new president.

BOOK SECTION

If you have not read Sir Philip Gibbs' *The Way Escape,* you will be interested in learning the ews of Louise Stivers and Silva Chelgrene on the important question of why women are bootleg- rs in industry. Must women hie to the home to ke way for the men of this generation, or shall ey hang onto their none too secure footing in the rld of work, come what may? If you have read s splendid book, do come and contribute your inion.

In the realm of fiction, Letitia Farber is to tell of a very modern young woman, *Ann Vickers,* nclair Lewis' late novel, and Betty Walton is to view *Pageant,* by Lancaster—the last a delightful le. Meeting May 8, 7:30.

GRAYCE K. DEMPSEY.

GILROY INSTALLATION BREAKFAST

A letter has been received by the president from the Gilroy Business and Professional Women's Club inviting our members to their installation breakfast on Sunday, May 7, at 9:30 A. M., Hotel Milias; price, fifty cents. Reservations with Mrs. Burlingame *at once,* if you plan to attend.

WHO'S WHO—AND WHY

DR. PHILLIS BOURNE

Isn't it wonderful to have our childish dreams come true? That is what has happened to our first vice-president, Miss Margaret Torreyson, attorney-at-law. She was born in Carson City and spent her early life in Nevada, her father being attorney-general for the State. It was the fine example of his life that caused her to want to take up the study of law if ever the opportunity afforded itself.

In her early teens her family moved to Berkeley, where she finished high school and entered the university. After one year Miss Torreyson decided to study stenography toward becoming a court reporter. Instead of which, after finishing a course at Munson's, she entered the law firm of Athearn, Chandler and Farmer and Frank R. Devlin as transcriber and worked up to office manager.

At night she studied law at the San Francisco Law School, passing the bar examination in 1927. In 1930 she was made junior partner. Margaret Torreyson is still office manager, also managing the finances of the firm, and is the head of the probate and guardianship department, this specialty involving a great amount of detail work.

In 1927 Miss Torreyson joined the League, but not until 1929 did she find time to become actively interested in club work, and in 1932 she served as their president.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editors.....Virginia V. Mueller, Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

TRAFFIC CLUB DANCE AND BRIDGE

This is just a last minute reminder of the dance and card party which our friends of the Women's Traffic Club are giving on the S.S. *Pennsylvania* this evening, May 5, at Pier 39, from 8 to 12. Tickets are available at the club rooms or telephone Nan Lawrence, DOuglas 1760. If you have ever attended one of these parties you will not want to miss this, and to those who never have we would say if you long for the romance of the sea, take advantage of this invitation, where for a dollar this palatial ship is yours, to dance, play cards, or stroll in the moonlight. Prizes for each table, a waltz prize and door prize will also be given.

OAKLAND INSTALLATION

The Oakland Business and Professional Women's Club held its annual installation dinner at Hotel Leamington on Thursday night, April 28. Representatives from Alameda, San Jose, San Leandro, Richmond, Berkeley and San Francisco attended. Your first vice-president had the privilege of representing Miss Dale.

After a delightful musical program in charge of Mrs. Josephine Swan White, the installation of officers was held. Dr. Luella Swauger, the outgoing president, reviewed the year's work and introduced the old and new members of the board and the officers. Each outgoing member of the board escorted her successor to the head table. The new president, Mrs. Florence Ring, took charge of the meeting upon her presentation and for a newly installed president, covered herself with glory. She stated that she "felt like a quaking aspen," but hoped by the time her year was up she would be with the help of her board "a sturdy oak." We are sure she will be. Good luck and success to the new president, Mrs. Ring, and to her board.

M. T.

CLUB NOTES

ADAH RUTH TAYLOR

Myra Green is all set for the summer vacati Myra spent her school vacation last month cleani and painting her cottage on the Russian River.

We hear Jessy Scott is on the high seas aboa the *Santa Elena* bound for New York via Pana Canal. Perhaps Jessy can tell us what we shou eat on shipboard to avoid sea sickness. You kn she is the dietitian on the *Santa Elena.*

Only Walter Winchell could keep up with Ma Judge these days. We had her in New York a we or so ago and then on to Europe. Now we hear s is in Pasadena.

Mary Mooney had a very pleasant week-end Peter Pan Lodge in Carmel.

Sorry we did not have the pleasure of a visit w Misses Glenn and Gada while they were in the ci You're forgiven, girls, but don't overlook us t next time you are up.

Elma Bailey was seen at the pier bidding h sister bon voyage. The lucky sister sailed April aboard the *President Polk* for a three months' wo tour.

The gypsies, Blanche Newton, Jeanne Goodv and Peter (the Ford), left Sunday morning for t East. The girls will visit Belle Banz's sister Phoenix, then to Washington, D. C., and on to th respective home states, Massachusetts and N Hampshire.

Sara Ann Magill has just returned from a t to her cabin on the Feather River.

Four of our girls had birthdays recently. Li Kuck was entertained at dinner and show by frier on April 26. On the evening of April 28, Edn Butler was given a surprise dinner party by frien On the same day Eleanore Lambertson celebrat her natal day with friends at the Bal Tabarin.

Margaret Mary Morgan received the usual hap returns of the day from her many friends in the cl on May Day. We are looking forward, Marga Mary, to greeting you at the business meeting y promised to attend in the near future.

Daisy Hicks has returned from a trip to the P nacles National Park.

Our president, Bertha Dale, attended the closi dinner of the General Federation Convention at t Fairmont Hotel as the guest of the outgoing pre dent, Annie Little Barry. Sue Smith and Gertru Tubbs also attended this dinner, at which there w 800 women present. Our member, Judge There Meikle, was selected as one of the distinguish speakers at the convention, her subject being *T mendous Trifles.*

You will be interested to hear, girls, that our st actress, Belle McDonald, is playing one of the le ing roles in Eva Smith Hackett's production *Daddy Long-Legs* this afternoon and evening (M 6) in the Community Theater. Many of you w want to see Belle, whose dramatic work is alw so finished, in this delightful little play.

Mrs. M. G. Frame was Dr. Hamilton's guest our program dinner. We hear Mrs. Frame is m interested in the club and will join us soon. Did y see her ad this week?

It is with deep regret that we learn of the passi of a member of long standing, Josephine Hotting Traut. Mrs. Traut's brother, Mr. Ernest Hotting passed away the following night. Services for h were held Saturday morning at Saint Domini Church.

THIS MEANS YOU!

EVERY club member is requested to fill out the ank below and send it to the Roster Committee, 09 Sutter Street, whether or not she has changed ldress or position. To insure having a correct ster, we MUST hear personally from each member. So if you have not already done so, please fill out and mail the blank NOW.

Have you any friends who might be interested in advertising in our roster? If so, please communicate that fact to the committee.

MARION MORRIS, Chairman.

Name (Miss or Mrs.).....

Home Address.....

Home Telephone Number.....

Position.....

Firm Name.....

Firm Address.....

Firm Telephone Number.....

NORTHERN DISTRICT MEETING

The first annual meeting of the Northern District the California Federation of Business and Pro- ssional Women's Clubs was held at Santa Rosa, pril 22 and 23, and all those who were responsible r the program are to be congratulated on the suc- ss of their efforts. Most of the clubs in the district re well represented; even Crescent City, 330 miles vay, sent several delegates. We were all delighted th the warm welcome of Miss Helen S. McMannis, esident of the Santa Rosa Club, and with the hos- tality shown by the members of the club and by e city of Santa Rosa.

Mrs. May Baldwin Stephenson, general chairman, ened the dinner meeting Saturday evening and en turned it over to Mrs. Estelle C. Close, presi- nt of the Northern District, who acted as toast- stress and who also presided at the Sunday morn- g meeting. Miss Marie Green, vice-president, pre- ded at the Sunday luncheon and afternoon session.

Unfortunately, space does not permit of a detailed count of the meeting, but among the high lights re a talk by Frank P. Doyle, originator of the an to bridge the Golden Gate, the address by Prof. rnold Perstein at the dinner meeting Saturday eve- ng, and the inspiring addresses by Mrs. Maude E. npey and Mrs. Carrie Baade Sunday afternoon. e theme of the entire program was "A New al," two-minute remarks on various aspects of ich were given by a number of prominent resi- nts of Santa Rosa at the dinner meeting.

A delightful feature of the Sunday morning meet- g was an illustrated program of old-time songs der the direction of Miss Florence Dow, the parts the tableaux being taken by members of the Santa sa Club.

The incumbent officers of the Northern District re re-elected as follows:

President—Mrs. Estelle C. Close, Santa Rosa.

Vice-President—Miss Marie Green, Sacramento.

Recording Secretary—Mrs. Eunice B. Hennessy, cramento.

Corresponding Secretary—Miss Jennette Ufkess, nta Rosa.

Treasurer—Miss Violet K. Rupley, Auburn.

Auditor—Miss Etta H. Porter, Woodland.

SYLVIA KEMPTON.

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NFBPW SPECIAL

With this issue of The Business Woman a folder of the Santa Fe Railway is enclosed, giving the facts regarding the special train arranged for Western delegates to the National Convention. The Santa Fe has been selected as the official railway for the convention by the State Transportation Chairman. Time schedule, fares, Pullman rates and prices of meals will be found in the folder.

OPEN HOUSE

At the regular Thursday evening at home, April 27, the members who appeared at the club rooms were pleasantly greeted with a profusion of wild flowers gathered and arranged by our thoughtful member, Elizabeth Dutot, who also donated one of the baskets in which some of the flowers were arranged. They brought the woods to us in a most happy manner. We were also remembered by other kind members: Jessie McKinney, Blanche Newton and Isabelle Banz, for the delightful refreshments, orange bread, cake and candy, all of which were equally enjoyed.

And a "thank you" is due Mrs. Jacoby for a flock of jig-saw puzzles, and the "jiggers" who have become too well acquainted with the ones we had will now have a new lot to work on.

It was nice to greet some of our members who have been unable to be with us for some time, amongst whom were Mae Long (and Jack), Bertha Brown, Hazel Mangels, Belle McDonald, and Elizabeth Dutot. Miss Gillis, a new member, made her first visit to us, and Hazeldean Mitchell, who has just returned from a vacation trip to El Paso and the Carlsbad Caverns, dropped in. If there was any fly in the ointment, it was the thought of Blanche Newton and Jeanne Goodwin leaving us for an indefinite visit in the East, but the real friendship we have for them was expressed in all good wishes for a delightful trip, with the hope that eventually they will complete the circle and return to San Francisco, where we all will be glad to welcome them home.

M. C. B.

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Tickets 75 and 50 cents
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 10 MAY 13, 1933 No. 19

CALIFORNIA ACADEMY OF SCIENCES LIBRARY JUN 15 1933 RECEIVED

Weekly Program

May 16—Dinner, 6:15 P.M.
Western Women's Building.
Speakers: Elsa Barber,
Dr. Margaret Chung.
Subject: Understanding China and Japan.
May 18—Choral Section, 6:45 P.M.
May 18—Thursday Open House, 8 P.M.

Hostesses
Margery E. Shaffer

Rose Bezek	Lucy Thompson
Allene Schuerbrock	Margaret Brandt

Coming Events

Book—Second Mon[illegible]

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

STATE CONVENTION, MAY 20 AND 21

FRIDAY, MAY 19

7:30 P.M. Registration for early arrivals. St. Claire.
8:00 P.M. Informal reception.

SATURDAY, MAY 20

8:30 A.M. Registration.
9:30 A.M. Board of Directors.
9:45 A.M. Organ Recital.
10:00 A.M. Business Session. Address of Welcome. Officers' Reports.
11:00 A.M. District Presidents' Reports. Community Singing.

ON TO CHICAGO FEATURE.

12:30 P.M. Vocational Luncheon.
2:00 P.M. Business Session. Reports.
4:00 P.M. Recreational Features.
7:00 P.M. Banquet. Program. Talk by Mrs. Eudora Ramsey Richardson, Field Secretary of the National Federation.

SUNDAY, MAY 21

9:30 A.M. Emblem Breakfast.
10:30 A.M. Unfinished Business. Convention adjourned.

RATES

HOTEL ST. CLAIRE (Official Headquarters)
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Extra cot in room	1.00 extra

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1 person	$2.00 to $3.00
2 persons	3.00 to 4.00
3 persons	5.00
2-room suite (4 persons)	7.00 to 8.00

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Free parking lot.

Single room	$2.00
Double bed (2 persons)	1.50 per person
Twin beds (2 persons)	2.00 per person
Extra cot in room	1.25

Registration fee, $1.00.

Meals: Saturday Vocational Luncheon	$ .85
Banquet, Saturday, 7 P.M.	1.25
Sunday, Emblem Breakfast	.75

Please notify Mrs. Burlingame at once if you are planning to go to the Convention, whether you make your hotel reservation through her or direct with the hotel. It is necessary to know the exact number who are going from the San Francisco Club as early as possible.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
Associate Editors.....{Virginia V. Mueller, {Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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Rae Morrow — Margery E. Shaffer

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Except Saturdays

DRAMATIC NIGHT THEATER PARTY

On Monday night, May 15, the section will attend the opening night of Pauline Frederick in *Her Majesty, the Widow,* at the Columbia Theater. Sounds intriguing. Price, 55 cents; 5 cents service charge for non-members of the Dramatic Section. Get in touch with Gertrude Tubbs, DOuglas 2945, or your chairman AT ONCE.

ROSE A. BEZEK.

UNDERSTANDING CHINA AND JAPAN

How would you like to learn a few facts about our far-away neighbors, China and Japan? It is very difficult for partisans to give facts unbiased by personal, emotional interpretations. However, it is quite possible to get significant facts from an impartial onlooker. Miss Elsa Barber, in the department of history, Alameda High School, recently made a visit to the Orient. She is a careful observer and a thorough student. She is also a clear and forceful talker with an attractive personality. At our program dinner on May 16, Miss Barber has promised to give us a talk on the general subject of *Understanding China and Japan.* Doctor Margaret Chung, who is also American born and sees the Orient through western eyes, promises to add her contribution to the discussion. If we come prepared with enough questions of the right sort, we should have a profitable and instructive meeting, leaving out those of a controversial nature.

This is a fact-finding meeting. Let us honor our own with a good attendance. If you cannot come to dinner, be sure to get there in time for the discussion. The program will begin about 7:30.

E. S. ADAMS.

THE SEA GYPSY

"I am fevered with the sunset,
I am fretful with the bay,
For the wander-thirst is on me
And my soul is in Cathay.

"There's a schooner in the offing,
With her topsails shot with fire,
And my heart has gone aboard her
For the Islands of Desire.

"I must forth again tomorrow!
With the sunset I must be
Hull down on the trail of rapture
In the wonder of the sea."

So with Richard Hovey's expression of the w
derlust President Bertha Dale opened the progr
on Tuesday evening, April 25, introducing first
Baroness Von Fritsch, and then Captain Dibb
who had crossed the Atlantic together in the 32-f
Te Rapunga with but one other person, the m
Captain Dibbern, German born, with sea experie
found himself three years ago with no prospect
wife and three children, and the owner, thro
chance and circumstance, of this boat.

The considered decision to start on a long voy
having been reached, and the Baroness signing o
cook and contributing needed money, they sa
from Kiel with meager preparation, unsuitable
ging and old sails. Then to Elbe, the North Sea
Ter Schelling, Holland and to Dover. From I
mouth past the Scilly Islands to the Bay of Bis
their first accident occurred: the mate broke his
and detained them four weeks.

Starting again in October, with winter fast
proaching, they encountered their first storm.
forty hours they drifted, and at the end were b
where they had started, although they had trave
eighty miles. After safely weathering the gale w
their small boat, they sailed for Spain and Portu
with greater assurance, thence to Italy, Cors
through the Mediterranean, along the Riviera, d
of blissful sailing; to Las Palmas, the Can
Islands and thirty-five long days across the Atla
to Panama. Alternating days of thunderstorms
lightning; doldrums and merciless heat, when t
scarcely moved.

From Panama through the canal to Balboa and
the west coast to San Francisco for 100 days, pr
ably the worst part of the trip, as they were out
the path of steamer travel and their food sto
were giving out. But with the spirit and cour
of real adventurers, they arrived and are now re
to start out again for Honolulu and New Zealand

One realizes in hearing Captain Dibbern that t
successful undertaking has enabled him to acc
plish what he wished, to find himself. He is yo
in appearance, virile, and his assurance, his philo
phy, his adjustment to life, leave one with a feel
that he is starting off on a road that will lead
greater heights.

He left us with the thought that each must f
himself by experience, steer his own course, and t
only the free man or woman has a future; that

"Some ships sail east; some ships sail west,
By the self-same wind that blows,
But it 's not the gale, but the set of the sail,
That determines the way she goes."

CAROLYN WEBER.

CLUB NOTES

ADAH RUTH TAYLOR

As you read this issue of THE BUSINESS WOMAN, dge Theresa Meikle will be getting her sea legs. e judge sails today, Friday, at noon on the *Santa ria* for a month's vacation in Spanish America l Cuba.

t isn't too late to get the May issue of the *Wom- 's Home Companion*. In it you will find Solari's n recipe for Chicken, Southern Style. Try it, ls; it's perfect. I know, 'cause I'm a Southerner l I knows mah fried chicken.

Rose Mainprice's daughter Inola met with an ac- ent while driving her car on May first. It skidded the wet pavement and struck a telephone pole. e latest report was a fractured shoulder, internal uries and lacerations about the face.

Mrs. McCurdy and the bridge players were enter- ned last Sunday at Bums' Retreat in San Jose, summer home of Lois Peckham.

The club extends deepest sympathy to Margaret ily on the death of her father and to Josephine ed, whose sister, Clara Weed Morkan, passed ay last week.

Another birthday cake and the usual sixteen can- s were lighted for Ada Brace on May 3 and for hanna Heim on May 4.

Madame Glen-Estill charmed her audience last iday evening when she sang on the benefit pro- am at the Women's City Club. Madame Glen- till goes to her home studio in Palo Alto for the mmer months, returning to the city in the fall. e has promised not to forget us when she is in wn.

Once more Florence Calderwood has shared the ories of her spring garden with her fellow mem- rs by bringing huge bunches of lovely hawthorn the club rooms. We certainly appreciate your inking of us, Florence, and hope that many of the embers had a chance to see the beauty they brought our rooms.

Be sure to tune in, girls, on Station KFWI at 45 P. M. Friday, May 12, to hear our member, aire Ingham, in a 15-minute Mothers' Day pro- am.

Welcome to our new members. Add these names your roster:

nes, Meta (Miss)
1575 Broadway—OR dway 6706
Owner, Mme. Blais Shop,
1100 Sutter St.—OR dway 3725

nderwood, Lenore D. (Mrs.)
390 Arguello Blvd.—BA yview 5424
Attorney-at-Law
114 Sansome St., Room 336—GA rfield 4622

lfsen, Louise (Miss)
Instructor of Nurses,
Mount Zion Hospital
2200 Post St.—WE st 7200

illis, Margaret (Miss)
233 Dolores St.—UN derhill 8916
Teacher,
Grattan School—LO ckhaven 1827

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LETTER OF APPRECIATION

"Board of Directors, "April 29, 1933.
Business and Professional Women's Club.

"Dear Madam President and Board Members:

"I am deeply indebted to you for the friendly and fraternal spirit shown by you in sponsoring the dinner at the Bellevue Hotel on April 25, to assist me in my Honolulu campaign.

"As I stated on that occasion, it was just another illustration of the co-operation and good fellowship which exist and persist in our splendid organization, and I am extremely proud to be a humble member of a club so impregnated with benevolence.

"Please accept my grateful thanks for your hearty endeavor to secure for me that much desired cruise to Honolulu. "Very sincerely yours,

"CHARLOTTE F. MCCLELLAND."

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Tickets 75 and 50 cents
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CIVIC SECTION

The Civic Section met on Monday evening, April 24, and a large number, attracted by the subjects to be discussed, attended. The papers and talks were excellent and it was very evident that time, thought and study had gone into their preparation. Thank you, one and all.

Due to the expressed desires of many of our group, and in view of the timeliness of the subject, Inflation and Deflation will be the principal topic for our meeting, May 22.

Mrs. Carolyn Webber and Miss Ednah Butler will present Inflation. Mrs. Ruth P. Shaw and Miss Ida Lord will discuss Deflation. Will the members of the group please be ready to ask questions and express their ideas in the discussions following?

Mrs. Rose F. McKenna will give the salient points concerning the Federal Reserve Bank, and explain how it functions with the Government. Mrs. A. T. Schuerbrock will review current events of the month.

CRETE ARNETT CROCKETT, Chairman.

OPEN HOUSE

Do you believe in Fairies? Well—you would, had you been with us on Thursday evening. Because fairies are good thoughts coupled with good deeds! And surely some kind fairy (or could it have been the Queen of May?) had a good thought and performed a good deed when she so generously supplied our club rooms with the gorgeous English hawthorn we found there. It was indeed beautiful and brought a delicious breath of spring for our Bridgers, Jiggers and Divaners to enjoy. The latter picture changed throughout the evening. We were happy to greet at one interval Ethel Johnstone, Gertrude Tubbs and Mary Bear, our own members, whom we do not have the pleasure of seeing very often. We hope they will turn over a new leaf and come again soon.

We were also happy to greet Miss Hempstead and Miss Edwards of the San Mateo Club. They have promised to come frequently and we shall look forward to seeing them.

Again the calorie counters moaned and groaned, but in the end were compelled to yield and take another piece of the delicious cakes contributed by Mrs. Daisy Dennis, Mrs. Madelon Saxon and Mrs. Charlotte McClelland. Thank you all so much!

After all our efforts, Allene Schuerbrock says it cost her $12.00 to find out that the moth doth destroy!

B. W.

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MAY 19 1933
SPECIAL COLLECTIO

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 MAY 20, 1933 No. 20

Weekly Program *Coming Events*

May 22—Civic Section, 7:30 P. M.
May 23—Dramatic Section, 7:30 P. M.
May 25—Choral Section, 6:45 P. M.
May 25—Thursday Open House, 8 P. M.

Hostesses
Nell Boardman
Ednah Butler Shirley Radke
Laura Gibbel Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.
Civic Section—Fourth Monday, 7:30
Dramatic—Second and fourth Tuesdays, 7:30.
Swimming—Wednesday, 5 to 9.
Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

THIRD AND FINAL NOTICE

EVERY club member is requested to fill out the blank below and send it to the oster Committee, 609 Sutter Street, whether or not she has changed address or position. o insure having a correct roster, we MUST hear personally from each member. So if u have not already done so, please fill out and mail the blank NOW.

Have you any friends who might be interested in advertising in our roster? If so, ease communicate that fact to the committee. MARION MORRIS, Chairman.

Name (Miss or Mrs.).....
Home Address.....
Home Telephone Number.....
Position.....
Firm Name.....
Firm Address.....
Firm Telephone Number.....

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NOT RETREAT BUT OPEN HOUSE

Miss Lois Peckham invites all members of the San ancisco Business and Professional Women's Club o may be at the convention in San Jose to call at 5 East Santa Clara Street, Sunday, May 21, 1 to . M. Will we be there, Lois, or will we? Many nks for the kindly invitation and gracious hos- ality which will round off our two happy days in n Jose at the home of our own member.

BERKELEY CLUB INSTALLATION

On Saturday evening, May 27, at 6:45 o'clock the Berkeley Business and Professional Women's Club will hold their installation and birthday party in the Berkeley Women's City Club, 2315 Durant Avenue. The speaker of the evening will be Mrs. Carrie Baade, Americanization chairman, American Legion Auxiliary, on "Americanism." Miss Annie Woodall will be installing officer. The Berkeley Club hopes that a large group from San Francisco will join them. Price of dinner, $1.10. Reservations with Mrs. Burlingame by Wednesday, May 24.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editors.....{Virginia V. Mueller
{Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson
Honorary President, Lillian Palmer

DIRECTORS

Marion Morris Daisy K. Prechtel
Rae Morrow Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

STATE CONVENTION

The local chairmen in San Jose are expending every effort to assure all guests comfortable quarters, good eats, and amusing entertainment. Saturday afternoon (May 20) there is to be a trip to the new U. S. Naval Air Base at Sunnyvale, where blue-coated, brass-buttoned Navy officials will do the honors. (Let's hope there will be enough to go round.)

Saturday luncheon will feature the different occupations of business and professional women. The informal reception this evening (Friday) will be held at the Saint Claire Hotel, otherwise all meetings and meals will be at the Scottish Rite Temple.

The emblem breakfast will be an occasion when the beauty and meaning of the national emblem will be exemplified. This is a beautiful ceremony and one you will enjoy.

OUR DRAMATICS

Lo-La-Le-Li-Lo—said the twenty-five ladies attending Mrs. Hackett's class at the Dramatic Section's meeting last Tuesday evening. Special exercises in voice placement and control were practiced by the girls, with suggestions and corrective criticism by Mrs. Hackett.

The attendance of the Dramatic Section is gradually increasing and more club members should avail themselves of this unusual opportunity to receive Mrs. Hackett's instruction. Each one of us can benefit in our individual work.

The new members joining the section Tuesday evening were Anna G. Reedy, Louise Alfsen, Edith Nelson, and Louise Stivers. We had two visitors, Inez Preston and Thelma Dawson.

Our next meeting, on May 23, will be spent in reading. Mrs. Hackett will be with us again on Tuesday evening, June 13.

THELMA MCGUIRE.

OPEN HOUSE

Any day is Mothers' Day as far as club activi are concerned, but last Thursday, May 11, was aside as a very special occasion for the mother club members. We were proud to have eight moth with us that evening: Mrs. Dale, Mrs. Lidst (mother of Ethel Maxwell), Mrs. Banz, Mrs. Bo man, Mrs. Dixon, who is Margery Shaffer's mot Mrs. Wagner (mother of Bertha Brown), and M Maclaren. The Thursday Night committee presen each mother with a corsage of lovely old-fashio flowers, which, incidentally, were made up by Florence Hogan of the Hogan Floral Shop. If s ing, happy faces were any indication, our moth enjoyed their evening of anagrams, cards and plain chatting, and all promise to visit us ag We hope so—soon and often.

Mrs. Ada Brace brought Mrs. Marian Johnson her guest for the evening, and Elsie Monte accompanied by her niece, Miss Claudine Co Carolyn Weber presented to us Miss Mollie G. La who is a special representative of the Public R tions Department of the Union Pacific Railroa past president of the Omaha B. and P. W. C., state transportation chairman of the Nebraska F eration of B. and P. W. C. Quite unexpectedly, came upon Edyth Wiltse, formerly a member of B. and P. W. C., and they spent most of the even reminiscing.

Among the infrequent Thursday nighters w Miss Susie Peers, Mrs. Bertha Brown, Mrs. A Hunt, Mrs. Virginia Mueller and her sister, M Clare Redheffer.

For the delicious cakes, we thank Dr. C Crockett and Mrs. Gertrude Tubbs.

E. M

WOMEN IN PUBLIC LIFE

One of the favorite indoor sports of congressio committees is Cabinet baiting. Legislators in c mittee delight in "giving the works" to high exe tive officials. It remained for a woman to put a d in this traditional pastime. Madame Secret Frances Perkins refused to surround herself wit protective bevy of aids and secretaries and peared single-handed before two committees sitt in joint session and emerged victorious after encounter. The committee was the Senate and Ho Committee on Labor and Education and Miss H kins not only silenced the hostile critics to President's conservation camp employment bill, won their open-mouthed admiration by her meth She flipped back answers to tricky questions f enough to make her hearers blink, and murmur they left the room, "What a woman!"

Another interesting anecdote told in Washing concerning the Secretary of Labor deals with dislike of pompous and high-flown English, and request to a pretentious petitioner to word his wis in simpler language and to please omit the two-do words.

Patronize the Advertisers

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"I saw it in THE BUSINESS WOMAN"

PROGRAM DINNERS

Our National program of the "ten-year objec-e" is based upon four cornerstones. These four rnerstones are physical fitness, mental alertness, iotional control, sartorial smartness.

Take heed as the program meetings of the year vèlop to see which cornerstone is the keystone of e meeting.

Do you like discussions? Then be sure to attend round table programs. We are selecting speak- who like questions from the listeners. Let us try give them some good questions to answer. Noth- makes a program more interesting than active rticipation by the audience.

CLUB NOTES

ADAH RUTH TAYLOR

The latest news from the gypsy twins, Blanche l Jeanne, was from New Mexico. They have veled 1340 miles and write that in another week y will feel like jumping June bugs. By this time y have passed through the state where men are n and women are governors,—Texas. Just won-ing if Blanche won't adopt a broad-shouldered yboy as they pass through west Texas. He would a nice "thing" to have in case of car trouble, at?

Mrs. Ruth Lester Bell left Sunday for a two nths' vacation, going to Atlanta, Georgia, to see mother, to the naval academy at Annapolis to t her son, who is teaching there, and to Ogden, ah, for a short visit with her daughter.

Another girl has left for a vacation. Marcella den is in Santa Barbara for two weeks.

We hear that Virginia Marshall is packing up for ther move, this time to Palo Alto. Virginia has n laid up with a badly sprained ankle and is just v able to get about.

Ask Mary Bear how she won $120.00 recently; we ld all like to get in on the secret. The extra ney goes toward Mary's vacation trip to Chicago l the Century of Progress.

Forty-three friends of Gertrude Tubbs gave her urprise dinner party at the Stewart Hotel on urday evening, May 6, which lasted until after o'clock. Gertrude says it was a *grand* party.

Two new books have been added to our shelves: *Way of Escape*, by Sir Philip Gibbs, and *Ways National Prosperity and Other Essays*, by C. E. nsky, the father of our past president, Clotilde nsky. Mr. Grunsky reviewed his book for the ok Section recently.

Many of the girls had the pleasure of meeting llie G. Lamb, charming past president of the aha Club, active member of the Traffic Club, te transportation chairman of Nebraska Federa-, B. P. W. C., and special representative of lic relations for the Union Pacific System. Miss nb spoke before the Traffic Club on Thursday ning.

Sincere condolences to our member, Helen Benioff, the death of her father last week.

Did you see the fine review by Fern McGrath in day's *Chronicle* of "HOW TO DEVELOP UR PERSONALITY," by Sadie Meyers Shel- and published by Harper? Mrs. McGrath says: f particular interest are the chapters on habit-king and habit-breaking, on improving one's ity to remember, and on emotional control."

CIVIC SECTION

What does inflation mean, how much is being done, and how will it affect everybody? Nobody seems to know the exact answers to those questions, but Monday night, the 22nd of May, the Civic Section is going to try to find out about it. Since our last meeting night, we have decided that inflation is such an important subject, that all the people who had been assigned other things to do have been "called off" and everyone is at work on the subject of inflation. Read about it in the current magazines and newspapers, and come on the 22nd, prepared to take part in the discussion. In case you are looking for a good book to read, try W. E. Woodward, "Money for Tomorrow." He has a chapter on inflation. It has been suggested that the speakers limit their papers to five minutes each, with questions and discussion to follow. L. S.

EXCHANGES

The editor wishes to acknowledge receipt of a number of publications from out-of-town clubs:

The *Kansas City Business Woman*, official organ of the Business and Professional Women's Club of Kansas City.

April and May *Bulletins* of the Los Angeles B. P. W. C.

April *Buzzings* from Los Angeles and April *Bulletin* of the Business Women's Legislative Council of California, also from Los Angeles.

April and May numbers of *El Mirador*, from Alhambra B. P. W. C., and the *Scratch Pad* for April and May, from San Diego Juniors. May *Bulletin*, from Watsonville Club, and *Business Women's Herald*, from Oakland Club.

Thank you, club editors. It has been a pleasure to read of your varied club activities and we hope that every club in the State Federation which issues a bulletin will put San Francisco on its mailing list.

DR. SUSAN HARRIS HAMILTON
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INTERNATIONAL STUDY GROUPS

With so much happening in Europe at the present time which is of consequence the world over, Federation members who cannot travel with our International Study Groups this summer will be eager to share vicariously the experiences of those who do. For two of the most interesting political experiments in progress today will come under their direct observation, Germany under Hitlerite rule and Soviet Russia deep in the execution of its world-famed economic policy.

Miss Anne McIntyre, formerly of the staff of the League of Nations Association, will lead the Russian group, which will also visit Denmark, Sweden, Austria, Poland, Germany, and France. Miss Kathryn Starbuck, executive secretary of Skidmore College, heads the group which will go to Central Europe. Each leader will be on familiar territory and will be able to give the members of her party a sympathetic insight into the affairs of the countries visited which no ordinary tourist would acquire in several European trips. A study program which will link the pleasures of travel with the political and historic background of the countries on the itinerary will likewise be carried out throughout the summer.

The groups will sail together July 19 on the S. S. *Columbus* of the North German Lloyd Line, visit Bremen and Copenhagen together, separate for 18 days for their diverse destinations and reunite August 16 in Vienna for the balance of the tour. They are sailing again from Cherbourg, August 29, for New York.

A committee of prominent educators recruited from Federation ranks is helping to plan the study program for the tour. The list includes: Miss Cornelia S. Adair of Richmond, Virginia, former president of the National Education Association; Dr. Mary Sinclair Crawford of Los Angeles, member of the faculty of the University of Southern California; Dr. Margaret Elliott of the University of Michigan faculty, Ann Arbor; Miss Elizabeth Fitzgerald of Salt Lake City, assistant principal of a large Salt Lake High School; Miss Mary E. Frayser of the Winthrop College faculty, Rock Hill, South Carolina; Dean Esther Ellen Gaw of Ohio State University; Dr. Lillian M. Gilbreth of Montclair, New Jersey, industrial engineer; Dr. Orie Latham Hatcher of Richmond, Virginia, president of the Southern Women's Educational Alliance; Miss Mary C. Kennedy, member of the faculty of the Lafayette, Indiana, High School; Miss Helen Livingstone of New York City, expert in vocational education; Miss F. Louise Nardin of Chicago, former dean of the University of Wisconsin; Miss Mary Stewart of Washington, D. C., assistant director of Indian education in the Bureau of Indian Affairs, Department of the Interior; Miss Charl O. Williams of Washington, D. C., former president of the National Education Association; Miss Margaret Yost of the University of Oklahoma faculty, Norman, Oklahoma; Mrs. Ruth Comfort Mitchell, author, Los Gatos, California.

Miss Ada Abelson is serving as secretary of the committee in charge of the tours and inquiries regarding prices and accommodations may be addressed to her at 1819 Broadway, New York, N. Y., Room 912.

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Spring has burst into bloom in Kay's Penthouse—lovely straws blossoming forth in every hue. For $5 Kay will make on your head a chapeau with all the allure of Paris—for little heads or big. And for $2.50 she remodels 'em like new! For a mere pittance they're cleaned and blocked!
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 | MAY 27, 1933 | No. 21

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Weekly Program

B&P WC

Coming Events

June 1—Choral Section, 6:45 P. M.

June 1—Thursday Open House, 8 P. M.

Hostesses

Margaret Bell

Elsie Maclaren — **Louise Stivers**

Susie Hicks — **Allene Schuerbrock**

SECTIONS

***Book*—Second Monday, 7:30**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45. At Club Rooms.**

CONVENTION HIGHLIGHTS

Reports of the serious business before the annual convention of the State Federation of Business and Professional Women's Clubs will be made by your president, officers, and delegates at the business meeting to be held on June 6. These jottings are random impressions of a free lance reporter who attended for the sake of renewing pleasant friendships and enjoying a convention with nothing on her mind but her hat, and have been hastily written for THE BUSINESS WOMAN at the request of the editor.

The trip from San Francisco to San Jose by motor in the early morning is delightful. We arrived in time to register and sit in as listeners at the opening session on Saturday morning. The white satin badges assigned to visitors matched effectively the purity squad's double carnations, and were chic with costumes light or dark. We know the members are interested in fashion notes from the Garden City. Much white was worn, both by San Francisco visitors and many others at the convention, and nothing is prettier nor more becoming. We were specially impressed with the sartorially smart and beautifully tailored white piqué dress worn by our president, Bertha Dale, with white coat and hat. Betty Walton was a dainty figure in white coat, dress, and hat. Frances Raymond and Lucia Steidel were in white from hat to good-loking white sport shoes. In fact, your reporter was much impressed with the conformity of all the members to the national program of the ten-year objective in regard to the cornerstone, "Sartorial Smartness."

Luncheon on Saturday was made memorable by the talk of Anne Leidendeker of Los Angeles, national program chairman, on "Women in Vocational Readjustment." Mrs. Leidendeker is charming to look at and a forceful and interesting speaker. New books dealing with the problems of the working woman mentioned in the talk, and which the members might like to read were: *Chicago Families*, by Day Monroe; *Business Opportunities for Women*, by Katherine Oglesby; *The Girl and Her Job; Science and Human Life;* and Helen Hull's novel, *Hardy Perennial.*

Saturday evening dinner and program, presided over by the capable general chairman, Eleanor North Jarman, were delightful, both as to delicious food and entertaining program. Eudora Ramsay Richardson, field representative of the National Federation, talked on "A New Literacy for Women," and we rise up to declare her speech one of the most stimulating we have listened to in many a day. Mrs. Richardson blazed a new trail for all business women to follow in their thinking. Social and business ideas are changing so rapidly that old conceptions of business, of banking, of money, of the things we regarded as rooted and established, must be discarded to make room for the new era. Mrs. Richardson comes also from the home town of the national president, Mrs. Bowman, and is endowed with beauty and eloquence. San Jose surely provided a real treat in having her at the convention.

Sunday morning featured the symbolism of the national emblem with some fine musical numbers, followed by election of delegates to the national biennial convention in Chicago and the completion of unfinished business to be reported on at our next business meeting.

San Jose Club must have worked with zeal in order to have everything go so smoothly and quickly. If all their guests were as happy and comfortable as the large group from San Francisco, and we feel sure they were, the San Jose members can pat themselves on the back for good work exceedingly well done.

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

THURSDAY OPEN HOUSE

In the cheerful atmosphere of our Home another link was added to the golden chain of Friendship which our club is fashioning. We had good assistance from several infrequent visitors, some of whom we regret, however, could spare us only a few moments.

Among them were Miss Mollie G. Lamb of the Omaha B. P. W. C., who is still our honored guest, and our own members, Elizabeth Adams, Nan G. Lawrence, Carolyn Weber, and Etta Graff. We do hope they will all come again soon.

Shirley Radke lost her jigsaw puzzle laurels to Margaret Gillis and Dr. Crete Crockett, whom the hostesses left fitting a few "final" pieces into their respective places.

The calorie-counters again moaned and groaned, but finally had to yield to the temptation offered by the delicious cakes so kindly contributed by Margaret Torreyson and Hazel Jacoby, promising themselves to commence again tomorrow their rigorous diet! Thank you so much, Margaret and Hazel.

Don't forget our Thursday Friendship nights are for your enjoyment—come and help us make them worth while.

B. W.

Attend the

Biennial Convention of the National Federati of Business and Professional Women's Club

Hotel Stevens, Chicago—July 9-15

General Chairman

MRS. E. PEARL WARWICK
28th Floor, Palmolive Building
Chicago, Illinois

Housing Chairman

MRS. MONICA MORRISON
Room 530, Palmolive Building
Chicago, Illinois

ROUND TABLE PROGRAM, BIENNIA CONVENTION

The educational secretary, Miss Frances Cu mings, has been able to secure as advisers for t round tables on aviation, the radio and motion p tures such distinguished authorities in those fie as Ruth Nichols, holder of world flying records altitude, speed and distance; Judith Waller, w introduced Amos 'n' Andy to the radio world; a Mary Pickford, famed as actress, director and bu ness manager of the talkies and silent films.

Under the direction of these three experts newer occupational fields for women, speakers w be assembled who will outline what these colorf vocations have to offer women.

These three round tables will be an interesti highlight for a program calculated, perhaps, to se better than ever before the vocational needs of t 60,000 women who make up our organization.

The objective of the round tables, as Miss Cu mings defines it, is "to give each woman an acc rate gauge of the range of opportunities in t vocation in which she is employed, and to determi whether there are fields for which her present trai ing qualifies her which have greater scope and pro ise her richer rewards."

Nearly thirty of these round tables, coveri practically every vocational field, will be held the opening days of the convention, July 10 and 1

Another interesting vocational focus besides th afforded by the occupational round tables will co in a "Beating the Depression" breakfast, at whi women who have been crowded out of their tra tional occupations by the economic crisis will t the inspiring story of how they created new jobs f themselves and won through to success in spite obstacles. Dr. Florence May Morse of California responsible for this innovation. In an automob trip across the country she hunted out many int esting women who had successfully negotiated th difficult adjustment. Now she will be chairman the breakfast at which they narrate their expe ences.

New members of the Federation will be hon guests at another breakfast which will be attend by the National President and all the members the executive committee. This will be under t supervision of our national membership chairm and former president, Miss Marion H. McClene and admission will be by membership card issued or subsequent to January 1, 1933. (San Francisca and Californians generally, take note: This appli to many of you, who will enjoy being honor gues at a breakfast with the national president a executive board.)

A THRILLING MOMENT

he high spot of the convention for San Francisco the arrival of Margaret Mary Morgan in time Sunday breakfast and the prolonged and enthu- tic applause which greeted her. We hope she as happy to be with us as we did, and that she compensated for the effort she made by the e of love, respect, and admiration which went to her unstintedly from six hundred fellow nbers at those breakfast tables.

ater in the convention auditorium she spoke to whole group in her usual clear, ringing, rounded es that reached to the farthest corners of the at hall. She told us that she was happy to be n us, her "girls" (oh, Margaret Mary, who ed the Blarney stone in your early youth!), and she felt confidence and hope for the future. It then that the ten-year objective suffered a se- setback in the loss of one of its four important nerstones, emotional control, which fell out from foundation and rolled down the hill. However, will roll it back and restore it to its place, with aftermath of good alone, because such emotion we felt at that moment is a spiritual stimulant. e's to you, very brave and gallant lady! We nk you for coming to San Jose, and we are glad the privilege of membership in the club you ped to found. It is the influence of women like that makes us all want to be just a little better iness women.

THINGS YOU MISSED

Stockton girls in "Port Stockton" sailor caps, sident Elaine West wearing a petty officer's . The group from Stockton added a bit of color the purity squad's white carnations.

Frances Raymond ate Spratt's cat biscuits by take at the Saturday luncheon. These biscuits e a part of the table decorations. We under- nd Mrs. Raymond was somewhat disturbed, but reassured when told they were quite harmless l good for both long and short haired cats.

Club members were deprived of a real treat in not ring Susan Hamilton's song on the steps of the ttish Rite Temple, accompanied by the watering purloined from the luncheon table. Did the can back to San Francisco with the Doctor?

A real get-together was held by Lois Peckham l her sister, Mrs. Bronson, at their San Jose home Sunday afternoon. All the San Franciscans ailed themselves of Miss Peckham's gracious hos- ality, along with several other convention visi- s, and surely a good time was had by all in the ely old Peckham home. And the lunch! The nderful baked ham and tongue with all the trim- ngs of pickles, olives, pearl onions, Saratoga ps and delicious potato salad, AND oodles of ffy hot biscuits (not Spratt's), hot coffee and non pie that fairly melted in one's mouth! Better ke your reservations for Sacramento next year. course, there will be no Peckhams, but leave it Anne Duffy and the Sacramento Club to provide good time for their guests. If you do not attend e annual convention, you miss many of the most lightful contacts, pleasurable get-togethers and mulating exchanges offered by membership in the ganization.

EVENING IN THE FAR EAST

The spell of the Orient certainly pervades our membership if one is to judge by the crowd that sat down to dinner and those who completed the audience at the May program meeting. The East Room was literally *stuffed* with people—and, believe it or not, we had three men with us!

Miss Elsa Jean Barber, a very attractive and sartorially smart member of the Alameda club and instructor in the Alameda High School, started off the program with a whirlwind description of her visit in China and Japan. With her we traveled down through the centuries of colorful historical background that linked the geographic, religious, political and international influence of China: with its faithfulness to its ancestors, its walled provinces dividing a nation of some 450 millions until the present efforts of the Nationalists to unite the country in a common cause, its changes in government due to Western influence, and its appreciation of the sincere American friendliness and understanding.

Then we dashed to tiny Japan, with its compact, reserved, poetic background, its culture taken from the Chinese but modified according to the impersonal attitude of its people towards each other — where they worship their Emperor and gladly sacrifice all for their country, right or wrong. She pictured Japan as we imagine it in blossom time, with occasional contrast of some modern influence from the Western world. She left us with the feeling of the new Japan which has made such rapid progress since it decided to imitate the West, with its modern methods, industrialism, modern soldiers fully equipped, but ever faithful to the imperialism which has characterized its government almost without interruption since the beginning of the nation.

Our own Dr. Margaret Chung then presented a record of facts concerning the Sino-Japanese situation, from a literal translation of the historic Tanaka Memorial to the Japanese Emperor in 1927, outlining the carefully laid plans for progress, expansion and conquest, and a review of the partial fulfillment of those plans up to the present date. Tiny Japan, with an annual increase in population of 700,000, has been thinking—and acting! It was rather gratifying to know that most of our own fleet is retained in the Pacific!

As a demi-tasse, we had the privilege of viewing a series of motion pictures of Japan and China, and a few still photos, taken by Mr. Millenger, of the Asiatic Petroleum Company, on his recent trip. The pictures, with his witticisms, interwove the different views presented and perfected the evening.

SHIRLEY RADKE.

JOHN HAYNES HOLMES

in a lecture

"HITLERISM, THE AFTERMATH OF VERSAILLES"

Thursday, June 8, 1933, at 8:00 P. M.

SCOTTISH RITE AUDITORIUM
Van Ness at Sutter

Tickets: 50c, 75c and $1.00
All seats reserved
Tickets at Sherman, Clay and Co.

CLUB NOTES

ADAH RUTH TAYLOR

Our Helen Doble played the leading role in *The Burglar*, a little play presented by the Galileo P.-T. A. in the school auditorium recently. The play was such a success that they have been asked to put it on again. Helen is busy this year; she has been elected to the presidency of the Denman Alumnæ.

Mrs. D. Roach Withers left Saturday, May 20, for a three weeks' vacation, most of which she expects to spend on a ranch near Sacramento. We understand Mrs. Withers gained about ten pounds on this same ranch last summer.

Louise Stivers is one of a group of distinguished local sponsors for the John Haynes Holmes lecture on "Hitlerism" Thursday evening, June 8 (see ad in this issue) at the Scottish Rite Auditorium.

At the installation of officers of the A. A. U. W. Saturday, May 20, two of our members were installed, Clotilde Grunsky as second vice-president and Doctor Freda Kruse as third vice-president.

We had a letter from Jessie Scott, who is aboard the *Santa Elena*. She was passing through the Panama Canal and sent her best regards to all the girls. We judge from her letter that her best regards will be about all we shall have, as she may stay on the ship. So her visits will be few and far between.

We had a card from the Gypsy twins, Blanche and Jeanne, from Carlsbad Caverns. When they arrived all cabins were occupied, and by accident they met a lady who, on learning they were B. P. W. of San Francisco, took them into her cabin. This stranger, Mrs. Annie V. Morrison, proved to be the president of Carlsbad (New Mexico) Club, and sends greetings to the members of S. F. B. P. W. The last card was from New Orleans, showing that they have traveled 2817 miles. They are now on their way to Pensacola, Florida, and from there to Mobile, Alabama.

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JUN -3 1933
SPECIAL COLLECTION

The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 JUNE 3, 1933 No. 22

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Weekly Program

June 6—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

June 8—Choral Section, 6:45 P. M.

June 8—Thursday Open House, 8 P. M.

Hostesses

Jessie McKinney
Lucile Cordrey — Adah Ruth Taylor
Minna Brown — Allene Schuerbrock

Coming Events

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

BUSINESS MEETING

The president urges every member who can attend be present at the business meeting on Tuesday, as egates to the State Convention will make their orts at that time. No post-convention dinner l be held this year, as an available date would l too long after the holding of the convention. The attention of the members is also called to the tice of the recording secretary in regard to repre- tation at the national convention and to the fact t nominations will be made next Tuesday eve- g. If you are going to Chicago, if the friend om you would like to have represent you and your b is going to Chicago, better be present at the siness meeting.

DELEGATES TO NATIONAL CONVENTION

Delegates to the Convention of the National Fed- ation of Business and Professional Women's Clubs Chicago in July will be nominated at the business eting on Tuesday, June 6, 1933.

FLORENCE C. ATTRIDGE,
Recording Secretary.

ARTICLE XIV
Representation

SECTION 1. Representation shall be by delegates tively engaged in business or in the professions.

SEC. 2. Every State Federation not in arrears r dues shall be entitled to five delegates at large.

SEC. 3. Every club, other than affiliated clubs, t in arrears for dues shall be entitled to *one* dele- te, an additional delegate for the first *one* hundred embers and an additional delegate for each addi- nal two hundred members.

SEC. 4. Every affiliated club not in arrears for es shall be entitled to one delegate.

SEC. 5. Every delegate shall be entitled to an ternate.

AN OPEN LETTER

DEAR LOIS PECKHAM:

I have been groping for words, but cannot find them, to tell you how much we of the San Francisco Club and our friends enjoyed your generous hospitality on Sunday last.

It was a most fitting close to a very pleasant week-end, and we shall long remember it.

We thank you and your genial sister and hope there will be many happy days of your hospitality for us in the future years.

Sincerely,
BERTHA J. DALE, President.

RICHMOND'S BIRTHDAY

Their Eighth! A gay time "was had by all." This ingenious club gave us a night of surprises. To the Carquinez Hotel we trekked. The girls, all "dolled-up," were a pleasure to the eye, as well as a joy to meet. The dinner — tasty doo-dads and steak, stripped with bacon—yum! yum! Introductions, of course, and vocal numbers—solos and duets by finished artists—a real treat. Then the operetta —it was a wow! Grand opera burlesqued to just the right flavor by the talented members, who cavorted and warbled to our supreme delight—it was all too short! A humorous installation with the cleverest of jingles by the retiring president, Margaret Evanson. The incoming president, Virginia Griffins, was handed the big stick; the first vice, a book of wisdom (the dictionary); the second vice, games (the social life); the treasurer, a tin cup; the secretary, a tiny pad; the recording secretary, a huge pencil; the auditor, a bottle of ink; the parliamentarian, a book of rules. It was, indeed, original. District President Mable Gregson, formally installed—the party was over and we departed in high spirits, thrilled by a REAL BIRTHDAY CELEBRATION.

GURTY.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editors.....Virginia V. Mueller, Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson
Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

OPEN HOUSE

Each Thursday our golden chain of friendship is strengthened and such fine co-operation and contributions as we had at our last gathering—it surely makes us proud we are one of the 60,000!

Came Ellen Robbins with the most delicious grapefruit straws, which she had made, and our own Charlotte McClelland with two trays for holding jigsaw puzzles in the process of creation, and which surely proved a wonderful help, as two groups were able to complete their puzzles in the short time allotted. Our "jiggers" were furnished considerable merriment when they assembled a small puzzle which Margaret Torreyson so kindly contributed as "Convention Loot." The bridge players were vying with one another as to who should play with the lovely new cards given to us by Minnie Dumas.

It gave us great pleasure to greet Miss Ora Hawkins of the Alturas B. P. W. C., who brought with her Mrs. Margaret Caesar, who might decide to join us. A charming prospective new member, Miss Mundy; Mrs. Maud McLaughlin, a delightful new member; Belle McDonald, Nettie Smith, Gertrude Eckhoff, and Olga Dahl, members we do not see often on Thursday nights. We do hope they will turn over a new leaf, for we did enjoy having them. Miss Dahl had with her her nieces, Misses Arvis Miller and Vahlas Cowles.

Madelon Saxon did some fine "pinch-hitting" for Allene Schuerbrock, which helped the Reception Committee to offer the usual cup o' tea on time.

Thank you one and all for this fine support.

B. W.

CLUB NOTES

ADAH RUTH TAYLOR

Congratulations are in order! Gertrude Rog man has announced her engagement to Mr. Cha C. Boyer, and we hear the diamond is gorgeous.

Silva Dora Chelgrene has left for Los Ange where she will be indefinitely. We hope she fi the summer too hot and comes back to cool Francisco.

The latest card from Blanche and Jeanne from Tallahassee, Florida. Blanche had gone fish in an alligator-infested lake, and Jeanne hoped would bring home fish, not alligators. The girls visited Ponce de Leon's fountain of youth, but t didn't stop to drink.

Virginia Marshall has returned to the Hotel Mark, Oakland, where she had been confined some time with a fractured ankle. We reported accident as a sprain, but after many days of suff ing the ankle was *x*-rayed and the fracture fou Virginia expected to have the cast off shortly af June 1.

Our first vice-president, Margaret Torreyson, the first speaker in a series of talks given before members of the Queen's Bench. Her subject *The Meaning of Off and On the Gold Standard.*

Bertha Stalder left last Thursday for a months' vacation with relatives at their sum home on the lake near Chicago.

Sylvia Kempton has been made assistant se tary of her company, the Canners' League California. Congratulations, Sylvia. You su deserve it.

Among those who took advantage of the holi were Bertha Pierce, who visited friends in Sa mento; Belle Banz drove to Los Angeles for f days; and Lenore Underwood and her husband w to the Russian River for three days.

Edith Apgar is telling fish stories these d Miss Apgar went crab fishing over a week-end claims a limit catch.

You know Shirley Radke has a Sunday-sch class of young boys? Well, about two weeks ago understand Shirley's text was the eighth comma ment, but was led off it by one of her small cha holding forth on the proper ways to handle kitt

President Bertha Dale, Frances Raymond, trude Tubbs, Lucia Steidel, Elizabeth Adams, Daisy Dennery were guests at the Marin Cou Club's installation party in San Anselmo, Wed day night of last week.

You will find a newspaper editorial on the bull board regarding the amendment passed at the Jose convention last month opposing protect legislation that does not apply to both sexes.

We are in debt to Bertha Pierce for many of new magazines this month. Many thanks, Bertha.

A large group of Persia Briggs' friends joi her in celebrating her birthday May 26 at Juli Castle for dinner.

Ruth Shaw, Roberta Stadell, Mary Baker Callie Bachich have qualified in the *San Franc News* world bridge championship and are eligi for the quarter finals to be played this week. C gratulations, girls! Here's hoping you will win Chicago trip.

MARIN COUNTY INSTALLATION

On May 24, in San Anselmo, the first birthday ty of the Marin County Business and Profes- nal Women's Club, with its second installation officers, attracted other clubs as honey does bees. enty-six visitors from Santa Rosa, San Leandro, rkeley, Alameda, Napa, Richmond and San Fran- co listened in upon the delightful program engi- ered by the toastmistress, our State Music Chair- n, Mrs. Ada M. Fusselman. Mrs. D. Elma Dubois, iring president, called the meeting to order. The ogram was devoted to music of the past and pres- . The evolution of popular songs was illustrated clever animated tableaux and stunts. We were all owed to join in the chorus. In one series of songs der the title of B Natural—Never B Flat, each g is dedicated to some event or person of na- nal interest—

(a) New Deal—"Happy Days Are Here Again."
(b) World Economic Conference—"There's a Long, Long Trail."
(c) Inflation—"Pack Up Your Troubles."
(d) Farm Relief—"Let the Rest of the World Go By."
(e) Geline Bowman—"Carry Me Back to Old Virginny."

"Major Chords" were the guests of distinction nored by special introductions—

Annie Woodall of Berkeley as the founder of the ub; Daisy Dennery of our own club as co-organizer; ances Raymond as an old friend; and the charm- Mrs. Maud Fay Symington as the organizer of Marin County Musical Chest. Her talk was a rkling bit of witty reminiscence. Ask someone o was there to tell you of sapphire and pearls as talisman against fire. Later she was presented h a casket containing 100% subscription to the est from the club.

Estelle Close of Santa Rosa, president of the rthern District, conducted the installation of the w officers in a ceremony of grace and dignity. e new officers are:

Dorothy Bitner, president; Jessie Weaver, vice- sident; Dorothy Manley Collett, corresponding retary; Margaret Sinnott, recording secretary; nie Tompkins, treasurer.

The following members of the San Francisco Club joyed the turkey dinner, the program entirely nposed of music, the jolly crowd of enthusiastic men—indeed all features that made up an eve- ng of color and mirth and good fellowship: Bertha le, Lucia Steidel, Gertrude Tubbs, Daisy Den- y, Frances Raymond, Elizabeth Adams.

Lucille Hewitt of Alameda had two songs dedi- ed to her, "My Alice Blue Dress" and "Come ay with Me, Lucille." To Daisy Dennery was dicated the song of "Daisy, Daisy." You missed nething by staying at home. Visiting around is eat fun. Get the habit.

E. S. A.

DRAMATIC SECTION MEETING

Our meeting of May 23rd was made most interesting by every member present joining in the reading of one of the latest plays, *For Services Rendered*, by Maugham. The play cleverly brought out some intimate phases of actual life in a small English town.

Our visitors were Mrs. Lenore Underwood, Miss C. Farrell, and Miss Roberta McCarthy, who is transferring from the Fresno Club. San Francisco can well be proud to add Miss McCarthy to her ranks.

The Dramatic Night theater party will be held on Monday evening, June 8, to see *Dinner at Eight*, at the Curran. Price, 55c; reservations to be made with Gertrude Tubbs, phone DOuglas 2945. The members attending the opening performance say we shouldn't miss it.

Remember Mrs. Hackett will be with us again on June 13 at 7:30 P. M. Come and bring your poem—mentally.

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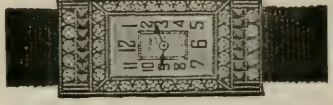

THOMAS P. DAVEY
510 Howard Building, 209 Post Street
Phone GArfield 8092 San Francisco

HELPFUL HINT FOR CIVIC SECTION

A helpful hint is a great time saver. I met our editor and we lunched together. I was preparing a paper on banking for the Civic Section's first meeting and told Mrs. Maxwell that the library references for my subject would take all Saturday morning.

Her suggestion to telephone the San Francisco Public Library and ask the reference clerk to have the necessary magazines ready at a certain time worked perfectly. Miss Barnes in the periodical room of the library was of great assistance and graciously presented me with all my references. An hour and a half in the library and a half hour at home completed the work.

DAISY H. DENNERY.

(Some of our members may be unfamiliar with this helpful service provided so quickly and graciously by our librarians. The editor did not know of it until the suggestion to avail herself of its usefulness came from a former editor of THE BUSINESS WOMAN, Margaret Girdner. When you would like to use this service, give the attendants the information you wish by telephone two or three hours before your visit to the library.)

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JUN -9 1933

The BusinessWoman

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Business and Professional Women's Club of San Francisco, Inc.

. 10 JUNE 10, 1933 No. 23

Weekly Program

Coming Events

CALIFORNIA LIBRARY JUN 15 1933 RECEIVED ACADEMY OF SCIENCES

June 12—Book Section, 7:30 P. M.

June 13—Dramatic Section, 7:30 P. M.

June 15—Choral Section, 6:45 P. M.

June 15—Thursday Open House, 8 P. M.

Hostesses

Bessie Kibbe
Edith Floyd — Edith Clark
Hazel Jacoby — Allene Schuerbrock

SECTIONS

***Book*—Second Monday, 7:**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

DRAMATIC SECTION

The Dramatic Section will meet with Mrs. Hackett the club rooms at 7:30 on Tuesday evening, June The attendance at these classes of Mrs. Hack-'s is very good, as all the regular members of the tion are greatly interested. Any new member who nts to learn about voice, poise and expression is dially invited to join us.

AY DISTRICT REGIONAL MEETING

The San Mateo Business and Professional Wom-'s Club cordially invites the members of the Bay strict clubs to attend the regional meeting on Sun-y, June 11, at the Benjamin Franklin Hotel, San ateo.

HAIDEE POHLMAN, President.

SCHEDULE

SATURDAY, JUNE 10

:00 P.M. Informal dinner a la carte.
:00 P.M. Program of entertainment.
Register with hostess, hotel lobby.

SUNDAY, JUNE 11

:30 A.M. Board meeting, President Gregson presiding.
:00 A.M. Business meeting, President Gregson presiding.
:30 P.M. Luncheon. Varied and interesting program of music and dramatic readings. Pansy J. Abbott, toastmistress. Price, 85 cents.

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enjamin Franklin—Single room with bath, $2.50; double $3.50.
. Matthew—Single room with bath, $2.00; double, $2.50.

Reservations with Mrs. Burlingame for Sunday ncheon *immediately.*

BOOK SECTION

The Book Section will meet on Monday evening, June 12, at 7:30, in the club rooms. The members are looking forward with pleasurable anticipation to reviews of Gladys Hasty Carroll's *The Earth Turns* and Walter Lippmann's *The United States in World Affairs, 1932*, written in collaboration with William O. Scroggs. This fine New England novel will be considered by Edith Nelson and the brilliant Walter Lippmann by Dr. Crete A. Crockett. It is hoped that a large number will be present. Members who do not attend the various section meetings of the club have no idea of what they are missing.

OPEN HOUSE

Here's hoping the wonderful fortunes which our own Ada Brace, Grayce Dempsey, and Ada Wilkinson so kindly told various of our Thursday Niters—including Jack and Mae Barr Long—will speedily become realities. We are certainly appreciative of your fine contributions, which added so much zest to our gathering. Thank you, one and all.

We were so happy to greet Rose O'Brien, who has just returned from a marvelous trip South. Ask Rose about it.

We are going to miss, tremendously, Bertha Stalder, one of our regulars, who bade us adieu for some time, as she is going East. We trust our loss may be her good fortune.

Elsie Maclaren did some efficient pinch-hitting for Allene Schuerbrock, and saw to it that our cup o' tea was as usual. The joy of partaking was augmented by the delicious home-made cookies contributed by Ada Brace. Thank you, Ada, for giving so generously toward making our evening a happy one.

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Treasurer.....Alice B. Kennedy
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Marion Morris — Daisy K. Prechtel
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Program.....Elizabeth S. Adams
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Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
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Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

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MRS. MONICA MORRISON
Room 530, Palmolive Building
Chicago, Illinois

CLUB NOTES

ADAH RUTH TAYLOR

Belle Banz is down at Agua Caliente looking the country and writes that the place is very qu

Jorjine Hess is spending her summer vacat with relatives in Marysville.

Florence Calderwood and her cousin Myrtle E nolds spent last week-end in Carmel. This was M Reynolds' first glimpse of the Pacific Ocean. Sh here on her vacation from Saginaw, Michigan.

A letter from Mary Ethel Stewart tells us she pects to be in Hudson, Michigan, for some t with her aunt, who is ill. Miss Stewart writes t she enjoys THE BUSINESS WOMAN because it ke her in touch with old club friends. We are anxi for your return, Mary Ethel, and when you c home we will tell you how Mary Bear won that $ recently.

Louise O'Hara spent several days in the Yosem Valley last week.

Sara Ann Magill and her husband went up their Feather River Canyon cottage last week. M Magill had as her guest Louise Jolly of Alam Club, who is state chairman of Education. M Jolly has the distinction of being the best B. V early morning fisherwoman on the river. It is effort for her to go out and catch the limit of tr

Margaret Lewis was the guest of honor at a bir day dinner given at the Women's City Club by friends in the City Hall. After dinner they all w to the Curran to see *Dinner at Eight*.

Grace Stoermer was the guest of Rose McKe at the Ad Club lunch last week. Other members the club who met Miss Stoermer were our presid Bertha Dale, Margaret Torreyson, and Fra Raymond.

Several members have asked for Jessie McK ney's recipe for orange bread. It is delicio try it:

Orange Bread—2 eggs, 1½ cups sugar, 2¼ c milk, 5½ level cups flour, 4 level teaspoons baki powder, 3 cups orange peel, 4 tablespoons mel butter.

To Make Orange Peel—Cut white part from p of 3 large oranges; cut into fine strips and c until tender, then drain. Make syrup of a cup sugar and ½ cup water, add peel, and cook slo until syrup is cooked away. Cool.

Beat eggs light; cream in sugar and milk; alt nate peel with flour into which baking powder h been sifted, and butter.

Margaret Dailey has moved from the Canterbu Hotel to a lovely marine view apartment with h mother at 1360 Lombard Street, telephone ORdw 0068.

We are glad to welcome back Lillian Van Laan 580 Market Street, to the club.

New members for your roster:

Chauvaud, Mrs. Olive E.
205 W. Blythedale Ave., Mill Valley
Tamalpais Union High School

McLaughlin, Mrs. Maude E.
555 Buena Vista Avenue
Secretary, Peter E. McLaughlin Co.

Smith, Miss Gladys E.
1019 Mendell Street
Deputy County Assessor
Transfer from Fresno Club:

McCarty, Miss Roberta
Bank of America

ONGRATULATIONS, SALINAS CLUB!

Members of San Francisco Club who had such a ghtful time at Salinas during the 1930 State vention will be happy to hear that Myrtle Wells been elected president of the Salinas Club. We never forget Mrs. Wells in her capacity as con- tion manager; her wonderful "pep" and her e and thoughtfulness for every visitor. Do you ember the barbecue and the beautiful Spanish ing for the final dinner at Asilomar? Ida Reed, t state president, went down to Salinas to install s. Wells and her fellow-officers, Carlotte Joy, e-president; Gladys Stone, secretary; and Hazel rsen, treasurer.

OUR CHORAL

When the program chairman wants color for her gram, who comes to her rescue? None else than own Mae Barr Long, chairman of the Choral tion.

Two songs that will add to our program for June have been chosen by Mae Barr Long for choral ctice. Under the fine direction of Florence ake LeRoy, we shall listen with pleasure to them: *the Bend of the River* and *Morning Speaks,* by wards.

With Merle Curington's graceful accompanying, predict success and we look forward to the first pearance of our Choral this year before the mem- ship.

GOOD APPEARANCE AND GOOD ENGLISH

Ten large businesses, each representing a differ- field of activity, recently listed qualifications portant in office employees. All ten agreed on ir qualities only — Good Appearance, Accuracy, nesty and GOOD ENGLISH. Is the English you in your business life as good as the best? Are steady on your adverbs? Do pronouns ever ow you flat? Does punctuation give you the jit- s? Some of us still shrink when brought face to e with clauses, restrictive or non.

Cheer up! We have an able leader in the field of glish as she should be used in business to speak us on June 20. Mr. Waldo J. Marra, University California, will give us illuminating highlights what to do and what not to do. Mr. Marra has a kground of experience that makes him under- nd just what we women need in putting polish on r own English. He has been correspondence direc- and lecturer for banks, oil companies, insurance mpanies, large wholesale houses, general utilities mpanies. He is in great demand as an official turer for the Retail Credit Men's Association, nerican Institute of Banking, San Francisco Stock change. Although he has two or three degrees m New York University, he is far from academic his attitude toward his subject. English of busi- ss is a live thing as he visions it. Some of us have l the privilege of attending Mr. Marra's lectures the Extension Division of the University of lifornia. That is why we are glad that the mem- rship may now have the privilege of listening in June 20.

E. S. Adams.

HAPPY RETURNS

It was a brilliant gathering, including many presidents and past presidents of neighboring clubs, which graced the beautifully decorated banquet-room of the Berkeley Women's City Club on Saturday evening, May 27, to help Berkeley Club celebrate its installation and birthday party, and fashion another link in our golden chain of Friendship.

Our group was headed by our president, Miss Bertha Dale, and our past state president, Miss Ida M. Reed, the latter being a guest of Miss Margaret Perkins, outgoing president.

A delightful musical program was rendered and the interesting and inspiring speaker of the evening, Mrs. Carrie Baade, state Americanization chairman of the American Legion Auxiliary, left with us much food for thought. In her discourse on *Americanism* she pointed out that each of us is a flag-maker; that our flag (symbol of our country) is just what we by our apathy have made it. Mrs. Baade did seem to infer, however, that we have outgrown our present vehicle of government and that some changes must be made, but that we are only inviting greater disaster by so much destructive criticism and talk of socialism, communism, and other "isms" as a panacea for our ills. These have been tried in the past and found wanting. She further pointed out that our present administration is courageously attempting to deal with our very grave problems; that we must get solidly behind it and seek its merits rather than hinder by criticising.

Mrs. Grace Patty, new president, and her board of directors were duly installed by Miss Annie Woodall, who used the lighted candle service.

With our Bay District president, Mrs. Mabel Gregson, we hope Berkeley Club will continue to have birthday celebrations, that we may be among those present, and that this friendship may "grow and ripen steadily with the years."

Betty Walton.

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CIVIC SECTION

"Time's up," said our chairman, just when we got going good on our discussion about inflation at the last meeting of the Civic Section, May 24. Ruth Shaw, Cornelia Seeley, Ednah Butler, and Carolyn Weber had excellent papers and uncovered a lot of information, not nearly all of which they could give in one short evening. And then we asked so many questions, and we all had so much to say that our chairman just had to call time. But she very kindly left it up to us what we wanted to do next time and we all voted to continue with the subject and have the girls give the rest of the information they had not had time for, as well as new developments which may arise during the month. We are determined to find out just how money affects our economic welfare, and—well, we've just gotten tired of being so economical and we'd like to see if there isn't something we can do about it.

Folks, you're missing something if you don't turn out and listen to these members of our own group do their stuff. You wouldn't believe how good they are unless you heard them. We are discovering a lot of talent. And, say, when Rose McKenna told us about the Federal Reserve System (and by the way, she knows a lot she hasn't told yet, and also she is going to take some of us through a Federal Reserve Bank some day), she gave us more "dope" in a few moments than we could have gotten ourselves in several hours, and she had us just as interested, or more so, than as though she had been telling us the latest scandal thriller. We hope you will continue to come, Rose, and pep us up.

And, girls, just one request! It takes a good audience to get the most out of a speaker. If you have time, read up on the subject and be ready with your questions as soon as the speakers stop, so we can have time for them all before the gavel comes down. We have to run these meetings on time, you know. And the discussion period should be most interesting. It depends upon us all.

L. Stivers.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 JUNE 17, 1933 No. 24

Weekly Program

June 20—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Waldo J. Marra.
Subject: Why Who or Whom. Better English for the Business Woman.

June 22—Choral Section, 6:45 P. M.

June 22—Thursday Open House, 8 P. M.

Hostesses
Grayce Dempsey
Ida Grebinar — Daisy Dennery
Sara Rosenberg — Allene Schuerbrock

Coming Events

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

CONVENTION DELEGATES

At the business meeting on June 6, 1933, the following were nominated as delegates to the convention of the National Federation of Business and Professional Women's Clubs, to be held in Chicago, July 10 to 16: Z. Clements, Rose F. McKenna, Mary Lari, Bertha Pierce.

The election will be held on Tuesday, June 20, 1933, when one delegate will be elected. The two nominees receiving the second and third places by reason of the vote cast, will go as the alternate of the president and the other, or elected delegate. The president goes as a delegate by virtue of her office.

FLORENCE C. ATTRIDGE, Recording Secretary.

PROGRAM FOR TUESDAY, JUNE 20

SONGS BY THE CHORAL SECTION:
Mae Barr Long, Chairman;
Florence Drake LeRoy, Director;
Merle Currington, Accompanist.

the Bend of the River.....Edwards
rning Speaks.....Edwards

THE BUSINESS MAN AND BUSINESS ENGLISH

Some of you read last week a brief outline of Mr. Marra's activities in the field of business. For some years now, that man has been helping *Business Men* of New York and California to use better English. In banking, oil, insurance, wholesale, etc., etc., Mr. Marra has been training *men* to higher and higher standards. He has written for the *Nation's Business, Postage* and the *Mail Bag, Printer's Ink* and the *Banker's Monthly*. His book, "Principles of Business Correspondence," is in its third edition. The business man of this country is keenly alive to the need for a finer and more precise use of English. Are we business women as alive to the beauty and power of words? Whatever your special interest—selling, editing, composing: be you in the law, insurance, banking, retailing, wholesaling, social service, transportation, or what-you-will, Mr. Marra has a message directly for you. He knows that we women are more interested in spoken English than in the written. We may count on him to give us a vital, thoroughly entertaining talk.

Is it too much to ask that you make a formal reservation with Mrs. Burlingame for June 20? It is impossible to estimate attendance without such reservation. We want to provide food and room for everyone who wishes to attend. But how can the management scare up seventy-five chickens when only fifty were asked for?

How can Betty Walton and her aides produce 100 chairs when they are needed UNLESS they know they are going to be needed?

You are welcome, whether or not you notify Mrs. Burlingame. But you will be much more comfortably taken care of if you will be gracious enough to let her know that you plan to be either at the dinner or at the program afterwards.

Send a post card saying you will be at the dinner or that you will be at the program, or phone if more convenient. A good program deserves a good attendance and a good attendance deserves good food and good seats. You do your share and the management will serve you well.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Club Reporter.....Dr. Adah Ruth Taylor
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Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CLUB NOTES

ADAH RUTH TAYLOR

Edith Bristol of the *Call-Bulletin* writes in her column that our Judge Theresa Meikle is being widely quoted on the matter of the girl hobo, so much so that the *New York Evening Journal* featured an article on Judge Meikle's experiences as judge of the San Francisco municipal courts. The writer of the article refers to the judge as "that attractive woman Portia." Judge Meikle is at present in Havana, but is due home soon.

In the June issue of the magazine *Plain Talk* you will find a splendid article by our national field representative, Eudora Ramsay Richardson. Mrs. Richardson writes on *Women and Economic Thinking* and those who did not hear her in San Jose on *A New Literacy for Women* will find the subject matter in this article. In the July issue of the same magazine Mrs. Richardson will continue her series of stimulating articles on subjects of interest to women with one on cosmetics.

Ruth Bell sent us a card from Asheville, North Carolina. Mrs. Bell writes that the factories are running day and night, salaries have been increased recently, and everything indicates prosperity.

Julia Rossow and her mother have returned fr a two weeks' motor trip to Portland and Seatt where they visited relatives and friends.

Marion Morris spent part of her vacation Benbow on the Redwood Highway, and return with a sunburned nose and a few freckles. Bet wear a sunbonnet next time, Marion!

To the list of our members who have sprain their ankles recently we add Amabel Wilson, auditor, who sprained her ankle under artistic cumstances — Amabel was watching a beauti Marin County sunset when the accident happened.

Wasn't the picture of our Z. Clements in Sunday's *Chronicle* fine? We are proud of her, ev though she reports "Nothing" at the post-conv tion meeting. We feel sure that if there had b something of special importance, we would h had it.

Rose O'Brien has returned from a three wee vacation spent in Del Monte, Los Angeles and Ag Caliente, playing golf and taking sun baths. R says she had a marvelous time, and she met son's best girl in Los Angeles. Your reporter added Rose to her growing list of prospective mo ers-in-law.

Jean Kerrison went over to Oakland last Sund to visit her brand new niece, Sally Jean. Maybe will be lucky enough to have her aunt's lovely h as well as her name.

Two of our members have returned from beauti Yosemite Valley. Violet Neuenberg spent her va tion there and Fern McGrath went up for Memorial Day week-end. Edith Apgar was also ten by the Yosemite bug, and went up last week-e We all agree that Edith needs a few days away f her duties at the Western Women's Club now a then.

Nettie Smith celebrated her birthday June 6 attending the club's monthly business meeti After dinner was served, a dainty little white bir day cake with one tiny candle was placed bef Nettie by Edith Apgar. We all extended our b wishes to Miss Smith.

Those of the members who would like to foll in authentic and unbiased detail the interesti meetings planned for convention delegates notice the advertisement of the *Christian Scien Monitor* in this issue of THE BUSINESS WOMA The *Monitor* is sending a special representative both conventions.

Anne Joseph, Alice Kennedy, and Delphine M rison have gone to Vancouver, B. C., on vacati Mrs. Kennedy will also visit relatives in Portland

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PRELIMINARY CONVENTION CALENDAR

ll convention sessions and special features will eld in the Stevens Hotel unless otherwise indi- d.

eme of the Convention
aining for Leadership"

unday, July 9:
Registration will open at 12 noon.
Illinois Federation will serve a buffet supper in the Palmer House at 6 P. M.

rough Professional Standards"

Ionday, July 10:
Registration will open at 8 A. M.
Occupational Round Tables will convene at 10 A. M. and at 2 P. M.
Staff Supper, open to all, at 7 P. M.

rough Education"

uesday, July 11:
Registration will open at 8 A. M.
Occupational Round Tables will convene at 10 A. M. and at 2 P. M.
Banquet featuring Present Trends in Occupations at 6 P. M.
Opening Session of Convention at 8:30 P. M. President's Address.

rough Public Relations"
icago Day

Vednesday, July 12:
Registration will open at 8 A. M.
Round Table on Organization Problems at 10 A. M.
Public Relations Luncheon at 1 P. M.
Round Table on the Ten-Year Objective at 3 P. M.
Authors' Dinner, "Use of Leisure," at 6:30 P. M.
Boat Trip to view Century of Progress at 9 P. M.

hrough International Relations
l Government"

Thursday, July 13:
Registration will open at 8 A. M.
Second General Session at 8:30 A. M.
International Luncheon honoring foreign visitors at 12 noon.
Third General Session at 2:30 P. M.
Banquet, "Woman's Contribution to Government," at 7:30 P. M.

hrough Unified Co-operative Effort"

Friday, July 14:
Registration will open at 8 A. M.
Fourth General Session at 9 A. M.
Elections at 12:30 P. M. to 2:30 P. M.
Fifth General Session at 2:45 P. M.
Adjournment.

hrough Recreation"

Saturday, July 15:
All day Boat Trip to Michigan City, Indiana.

Sunday, July 16:
All-day trip to Springfield, Illinois, to visit tomb and places connected with life and career of Abraham Lincoln.

FRIENDSHIP NIGHT

On Thursday night, June 8, we were glad to greet a number of our own members as well as a few guests, among whom were Miss Dickey, guest of Mrs. Wiltse; Mrs. Stanton, who came with Margaret Bell; Mrs. Torreyson, both mother and guest of our Margaret Torreyson; and Vestina Smith, who has neglected the Thursday nighters for some time. We hope that all of those present will repeat their visit and persuade other members and friends to do the same.

Our thanks are due to Elsie Maclaren, Hazel Ramon, and Josephine Rudasill for the delicious home-made cakes. How we are to retain youthful figures with all the good things sent in for our tea time is beyond the writer. Our faithful and efficient Allene Schuerbrock presided over the teakettle as usual.

Come again, all.

M. C. B.

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WHO'S WHO

DR. PHILLIS BOURNE

One of the most outstanding and biggest jobs in San Francisco is held by our member, Miss Katherine Felton, head of the Associated Charities. She was born in Oakland and graduated from the University of California with high honors, winning a scholarship in Economics at the University of Chicago. After one year in Chicago she returned to the West and took a year of law at Stanford University and then returned to Chicago for the practical side of social work, working two years in the Bureau of Charity in that city. On a vacation trip home she was asked to join the Oakland Associated Charities, which she did for two years, and then in 1901 she joined the San Francisco Associated Charities, and has been with them ever since.

Miss Felton has gone through the three big disasters of our city, the fire, the plague and the depression, taking care of the destinies of thousands of our citizens. In her office, furnished with beautiful antiques, surrounded by the photos of the many children she has helped, lovely books, rare pictures, and comforted by "Penelope Pendleton" and her furry family, she directs the organization.

Miss Felton told me many things about her work and the conditions of our city at the present time. In 1883 the Associated Charities spent $3,000 per year on relief, while in 1933 they are spending $500,000 per week. The peak of relief work was reached on March 20, 1933, and since about 3,000 families have gone off relief help, or about 16,000 persons. Sounds as if things were much better.

In 1907 Dr. Jaffa, food expert at U. C. and State Board of Health, formulated the necessary amount per pound of protein, fat and carbohydrates, and later vitamines, to maintain a properly balanced diet. California is a pioneer state in maintaining this diet, and San Francisco holds the distinction of being the only large city to maintain these proper proportions in food. They believe that being well fed is the most important element in keeping up the morale of the community.

Aside from her work in the children's program, foster homes, adoption work and pension work, Miss Felton is now interested "in trying to have us come out of the depression with an unbroken morale, and to interest public opinion to make a strong recovery and a rebirth of honesty with no clan society." As a pastime she loves the out of doors, especially the Santa Cruz Mountains for walking, and is very fond of reading poetry and studying economics.

THE CHRISTIAN SCIENCE MONITOR

An international daily newspaper, will report the National and International Conventions of the **Business and Professional Women's Clubs** to be held in Chicago and Chautauqua during July.

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SPECIAL COLLECTIONS

The Business Woman

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l. 10 JUNE 24, 1933 No. 25

Weekly Program *Coming Events*

June 26—Civic Section, 7:30 P. M.

June 27—Dramatic Section, 7:30 P. M.

June 29—Choral Section, 6:45 P. M.

June 29—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer
Rose Bezek **Lucy Thompson**
Allene Schuerbrock **Margaret Brandt**

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At Club Rooms.

CIVIC SECTION

History is in the making! The World Economic nference is being held in London and all the tions of the world are awaiting the outcome. Ethel hnstone is covering this congress and will report it at our next meeting, June 26.

Besides this, we are going to continue our discus- n of inflation. Come prepared. This is the section which we are watching events in the economic ld to see how they affect us as women, as workers, d as citizens. This is the section in which we are rming opinions, and learning what we, as women, n do to make a better business world. We are embers of a national federation with a ten-year jective for women and this is the section of YOUR ub where we are striving to carry out that objec- ve. Keep in touch with events. Read up on the bjects we are going to discuss and come ready to k questions and to take part in the interesting scussions. Each member of the section is needed contribute her ideas and her knowledge and to spire the speakers, and every member of the club ould be a member of this section.

Ednah Butler, Carolyn Weber and Ruth Shaw are eaking on inflation on the 26th. Allene Schuer- ock is relating current events, and Letitia Farber giving the highlights of the election to be held ne 27.

Following is a list of books which may be of terest:

flation: What Everybody Wants to Know About It. By Donald B. Woodward and Marc A. Rose.
ie Primer of Inflation. By Earl Sparling.
Banker's Gold. By Edgar Lawrence Smith.
ie Means to Prosperity. By John Maynard Keynes.
amp Scrip. By Irving Fisher.
ogressive Social Action. By Edward T. Devine.
Review of Reviews for June has some articles aling with inflation.

L. S.

DRAMATIC NIGHT

The members of the San Francisco Business and Professional Women's Club have for their participation one of the most unusual and wonderful opportunities that will ever be offered to them.

Mrs. Eva Smith Hackett is conducting a class on the second Tuesday of every month, the regular dramatic evening. Mrs. Hackett is giving us exercises in proper standing and breathing; exercises in voice placement that help with our every-day speech. We read and memorize for rhythm and expression.

This is not a heavy study that will take a great deal of time. It is just what the up-to-date business girl needs in her daily contact with people, so she may derive the best out of such associations.

Any member can participate in this class by joining the Dramatic Section, paying the monthly fee of 25 cents, which also entitles them to attend the evening in reading and studying plays on the fourth Tuesday of each month.

We had a good attendance last meeting, but we should show our appreciation to Mrs. Hackett by increasing this attendance. Come next month on July 11. Don't forget the next reading meeting on June 27. It promises to be very interesting, so Rose Bezek says.

Our meeting Tuesday was most interesting. We had to recite a short poem from memory for corrections and criticisms by Mrs. Hackett. The excitement grew to quite a pitch when Lillian Elias gave "Bells, Bells" and more "Bells."

Miss Claire Ingham, whose profession is building your personality through voice and body, joined our meeting. We were also glad to welcome Mrs. Lenore D. Underwood, Dr. Frieda Kruse, and Mrs. Josephine Rudasill as new members of our group.

THELMA MCGUIRE.

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Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

INVITATION TO TEA

You are all invited to come to tea on Saturday afternoon, July 1, between the hours of two and five, at the home of Judge Theresa Meikle, 661 Sixteenth Avenue, in honor of our president and her two *vices*.

Every member of the club is asked to drop in some time during the afternoon for a cup of tea and a little chat.

OPEN HOUSE

How delightful to see so many happy "Divaner and to note among them our Choral Director, M Florence Drake LeRoy, Jack and Mae Barr Lo who had with them their charming young daugh Nathalie. Jack confided she is a Camp Fire and can make delicious cakes and some time wo bring us one. So you see, girls, delightful surpri are always in store for our Thursday evenings, you are missing something when you don't co Anita Mayer and Josephine M. Hogan, members have not had the pleasure of seeing for some ti as well as Miss Hogan's sister, were also am the merry group.

We were also happy to greet Mrs. Mel G. Fr editor of *The American Business Woman*, of P land, Oregon, guest of Margaret Torreyson, wh "sizing up" our fair city as her future abode. hope it passes muster and that Mrs. Frey will dec to locate here and become one of us.

It was refreshing to see Marian Morris look so brown and happy afeer her vacation, and to g Mrs. Tosi, prospective new member, guest of F ence Hogan.

Frances Egan, "pinch-hitting" for Bessie Kib and Rose Haas for Hazel Jacoby, gave the Host Committee some fine assistance and helped us o the usual cup o' tea and delicious cake contribu by Bessie Kibbe and bring to a conclusion anot happy evening.

BAY DISTRICT MEETING

Twenty members of the San Francisco C hastened in holiday mood to the Benjamin Fran Hotel, San Mateo, on Sunday morning, June The hostess club, led by the president, Haidee P man, had provided the most beautiful weather have had this year, and the flowers were brou by the members of Burlingame and San Mateo such profusion that the hotel could not find conta ers for them! Most of the guests left for th homes with armsful of the gorgeous blooms.

The general meeting, preceded by a board m ing, was opened by the president of Bay Distr Mable Gregson, who explained the main object the regional meetings in a sincere and friendly li talk: to get acquainted, to become friends, and have an informal good time. At regional meeti business is secondary.

Round tables scattered about the lovely grou of the hotel were held under the leadership of new chairmen appointed by President Mable Gr son for the Bay District. Later the members ga ered in the meeting room once more and listened short reports on the results of the round tab The membership chairman reported 1667 memb of Bay District, with 190 new members for the p year. Maude Empey, substituting for Educat Chairman Margaret Oliver, advised the members to try swallowing the ten-year objective in one y but to build up a progressive program under leadership of successive presidents during the en period, tackling one aspect of leadership, one nomic problem and its social implications, at a ti

President Bertha Dale of the San Francisco C was called on by President Gregson to give a rep of a conference held by the various club preside under the leadership of President Gregson.

An invitation for the next meeting, to be held August 27, was presented by Miss Bertha Mobbl president, on behalf of the Alameda Club, and cepted by the Bay District.

RECOGNITION

Ve feel very appreciative that our president, tha J. Dale, has been asked by Frances Cum- igs, educational secretary of the National Fed- tion, to participate in the program at the Na- ial Convention on Tuesday morning, July 11. r president has much of value to offer to the dele- es through her long experience in personnel work h the second largest public utility in the United tes. In 1906 there were fifteen women in its em- y; now there are twelve hundred. In her own rds, her relation to the twelve hundred is to "fol- up all the girls to see that they're happy, that y're getting on all right, and to give them help needed in adjusting themselves to their jobs," ich we think you will agree is enough to fill any nan's business day and many of her evenings!

Miss Dale will be one of the speakers during the -day institute of occupational round tables, and l speak on personnel and management, covering ecially the opportunities in personnel work in blic utilities. We are happy that the San Fran- o Club will be represented by one who has ieved shining success in her field, and who, by her cious personality, dignity, and understanding of problems of women in the business world, will ect such credit on our organization.

SAN MATEO ENTERTAINS

After the morning business meeting of the Bay trict on Sunday, June 11, the guests of the San teo Club were welcomed by President Haidee lman in a gracious little speech, and then en- ed a delicious luncheon.

Following the luncheon the guests moved into the cious lounge of the Benjamin Franklin Hotel to en to an exceptionally fine program presented by sy Abbott on behalf of the San Mateo Club.

Baritone solos and an encore by Frederick A. ehr of San Mateo Junior College were enthusi- ically applauded. 'Cello solos by Miss Norma roadec were delightful and were also encored by appreciative audience. The lovely soprano voice Miss Laura Lodema, winner of a national Atwater nt audition, was heard in three charming num- s. Miss Lodema possesses beautiful tone quality l unusual power, a most happy combination for a cessful career as a professional singer.

The closing number was the reading of the current w York stage success, "Biography," by S. N. rman, in which Ina Claire appears in the lead. e play was read by Mrs. Hugh Brown with her al charm and grace and gave us such a vivid ture of the characters and situations that we entranced for an hour. We believe that no else presents a play quite so delightfully as s. Brown, and we sincerely wish that she might invited by our Dramatic Section to give a similar ding for the pleasure of our own members.

The San Mateo Club surely earned their orchids this very fine program. Their reward was the husiastic enjoyment of everyone present.

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CLUB NOTES

ADAH RUTH TAYLOR

Judge Theresa Meikle has returned from her vacation spent on land and sea. The Judge went to New York via the Panama Canal and Havana, and returned by rail, stopping off at Washington, D. C., Chicago, and the Grand Canyon.

Mrs. Mel Frey, an outstanding Portland business woman, was among the Thursday night guests of last week. Mrs. Frey is the editor of the *American Business Woman*, a Portland monthly club magazine. She is the Portland correspondent for the *Pacific Builder and Engineer*, operates the General Business Service Bureau, and arranges continuity for radio station KWJJ. Besides being a successful business woman, Mrs. Frey is the proud mother of two children, a son 19 years old, who is entering college next year, and a 12-year-old daughter in high school. It is possible that we may have Mrs. Frey for "keeps," as she is here on business, looking over the field as possible headquarters for her magazine. She has expressed a desire to affiliate with us should she make the change.

A past president of Vancouver (B. C.) Club, Miss Katherine Campbell, passed through the city on her way to attend the Y. W. C. A. convention at Asilomar, and stopped in to say hello. About the first thing she said was: "Who is Gurty? I enjoyed her column in THE BUSINESS WOMAN so much. It was quite breezy."

Ruth Lester Bell and Mary Bear have dropped us cards from Chicago's Century of Progress. Mrs. Bell writes that she is really seeing Chicago, as she has an old San Francisco friend piloting her around the city.

It is unusual to have one of our own members here on a vacation; they generally go away; but Josephine Hogan came down from Stockton for her two weeks' vacation. Miss Hogan has been renewing old friendships in the club.

We are happy to hear that Rose Mainprice's daughter Inola is doing so well. She was in the hospital seven weeks with a fractured shoulder and internal injuries.

Rose McKenna and her family spent last weekend in Sparks, Nevada, attending the wedding of her son, who was married on Sunday at high noon to Miss Kathryn Robison. The bride is a former teacher in the Sparks high school. After the wedding trip to Yosemite Valley, Mr. and Mrs. McKenna will make their home in San Francisco.

Miss Johanna Heim has moved to 3980 Clay Street, telephone SKyline 1786.

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BAY DISTRICT CHAIRMEN

President Mable Gregson has made the following appointments to committee chairmanships in the Bay District for the ensuing club year, and which were announced at the regional meeting in San Mateo: Constitutional revision, Edna Hansen; education, Margaret Oliver; emblem, Patricia Calhoun; finance, Ethel Johnstone; health, Elaine West; legislation, Orah Howard; magazine, Helen Kingsbury; membership, Della Whitaker; music, Florence Stahl; program, Lucile Hewett; public relations, Dr. Franc Hard; publicity, Gertrude Tubbs; transportation, Carolyn Weber.

BRIDGE TOURNAMENT

Our House Committee has discovered during its round of inspection and duties that there are certain things in the club rooms which need rehabilitation. This news was spread around, and Mrs. Jeannette McCurdy, one of our own members, and the well-known bridge teacher, volunteered to conduct an elimination bridge tournament at the club rooms for the benefit of the rehabilitation fund. Offers such as this do not go unheeded. A committee meeting was called for last Tuesday evening, and plans made. The tournament will be held on Friday nights, beginning August 4, and continuing during the consecutive Friday nights during August. The final play of the tournament will be held during the early part of September. The play will be contract; the Mitchell movement will be used in elimination and the Howell movement in the finals. Entrance fee FIFY CENTS. You may buy tickets to one or all Friday nights. Tickets will be printed and for sale within the next week. Cash prizes for the five high tables will be awarded. This is the first call to all our bridge players and their friends. We want to put this over and show Mrs. McCurdy we appreciate her generous offer. Watch The Business Woman for further details.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

)l. 10 JULY 1, 1933 No. 26

Weekly Program *Coming Events*

July 5—Dinner, 6:15 P. M.
Western Women's Building.
BUSINESS MEETING.

July 6—Choral Section, 6:45 P. M.

July 6—Thursday Open House, 8:00 P. M.

Hostesses

Nell Boardman
Ednah Butler — Shirley Radke
Laura Gibbel — Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

SPECIAL NOTICE

On account of the date of the regular July business meeting falling on the Fourth of July, a legal holiday, the meeting will be held on the following evening, Wednesday, July 5. Dinner will be served as usual. Remember the date: Wednesday, July 5. Please make reservations accordingly.

CONVENTION REPRESENTATIVE

At the program meeting, Tuesday, June 20, Miss Clements was elected as delegate to the convention of the National Federation of Business and ofessional Women's Clubs, to be held in Chicago, ly 9 to 16; alternates, Mary K. Solari and Rose F. Kenna. The president, Bertha Dale, is a delegate officio.

FLORENCE C. ATTRIDGE,
Recording Secretary.

CONTRACT BRIDGE CLASSES

Contract Bridge Classes have been closed for the mmer, and will not start until the middle of Sepmber. If those desiring to enter the fall classes ll send their names to the writer, they will be tified when the classes begin. There are four sses, two Wednesday evenings and two Friday enings, so if you would state which evening you efer, it would help. The names received first will, course, be given preference, should it be necesry to place you in a class other than that requested.

CAROLINE BACHICH, Chairman.

INVITATION TO TEA

You are all invited to come to tea on Saturday afternoon, July 1, between the hours of two and five, at the home of Judge Theresa Meikle, 661 Sixteenth Avenue, in honor of our president and her two *vices*.

Every member of the club is asked to drop in some time during the afternoon for a cup of tea and a little chat.

"OPEN HOUSE"

No more apartment house life for Minna Brown. Minna has bought a beautiful colonial bungalow with a gorgeous garden down in Burlingame. The address is 1123 Oxford Road, and in a cordial little note to THE BUSINESS WOMAN, Minna says that she will be glad to see all her friends, that she is calling her new home "Open House," and that this means an invitation to club members. Thank you, Minna. We feel sure that the new home will prove a joy to yourself and your friends, and we are all wishing you many happy days in "Open House."

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*
Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

Editor.....Ethel L. Maxwell, 1227 Stanyan Street
Associate Editors.....{Virginia V. Mueller
{Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

OFFICERS

President.....Bertha J. Dale
First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

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Except Saturdays

THURSDAY NIGHT

Splendid opportunity was given last Thursday evening to add to our treasure house a goodly store of "Friendship Gold" to be drawn upon in days of stress.

The kind fairies who contributed the exquisite flowers, and arranged them so beautifully, as well as our versatile member, Adah Ruth Taylor, must have anticipated this was going to be a notable occasion, and that we were to have the pleasure of greeting a distinguished member, Judge Theresa Meikle, who has been traveling "Roads to Romance" and who thrilled us by a glimpse into a few interesting happenings en route. This was indeed a treat. Adah Ruth, by the way, has proved her ability as an electrician in connecting the beautiful lamp designed by our beloved honorary president, Lillian Palmer, for our club.

We were also delighted to greet Mrs. Letitia Farber, Lydia Floan, and Etta Graff, members we do not see very often. We do hope they turn over a new leaf and come often, for we so enjoyed them. Lydia had as her guest Miss Ward; Mrs. Richie was the guest of Dr. Fernald; Mrs. Hamilton and Miss Pease came with Bertha Pierce, and Georgia Smith, a girlhood friend of Madelon Saxon's, accompanied her.

We were also happy to welcome two charming prospective members, Miss Sheean, guest of Mary Parsons Ryley, and Miss Nancy Crouch, guest of Ida Rose Grebinar. Hope we passed muster and that they will decide to join us.

Pinch-Hitters Shirley Radke, Margaret Bell, and Adele Metzner gave the Reception Committee some fine help.

NOTICE TO CONTRIBUTORS

Committee chairmen and contributors: Will please send all copy for the July 15 and 22 numb of THE BUSINESS WOMAN to Dr. Adah Ruth Tay 609 Sutter Street? Doctor Taylor has kindly sented to edit the paper for two weeks while editor is on vacation. Please get copy in the r so that she will receive it on Saturday morni July 8 and 15. Thank you.

E. L. MAXWEL

HAVE YOU A GOOD VOCABULARY?

Do you thrill to the lilt of beautiful words, haunting music of a lovely phrase, or are you tent to clothe your thoughts in cheap, every- slang? Words can be such brilliant tools of exp sion, yet how many of us keep them bright sharpened ready for use?

At the dinner on Tuesday, June 20, we liste to an interesting and fascinating talk by Mr. W Marra on the history of our English tongue. F the early *Anglish* of Chaucer's "Canterb Tales," he traced the story of our polyglot guage, which has assimilated "immigrant" wo from every other country. He illustrated the d culties of the poor foreigner in trying to master numerous vowel sounds, and the bewildering con dictions of our pronunciation. To prove what a mopolitan language we speak, he gave us the foll ing paragraph of 48 words which have been ta from 24 languages!

"The ugly thug loafed at a damask-covered ta on the cafe balcony, Wednesday, eating goulash drinking hot chocolate with a half-caste brune in a kimono-sleeved lemon-yellow gown and a cr son angora wool shawl, while he deciphered a c notation, from a canny smuggler of silk cargoes, the back of the paper menu." Now see if you identify them!

But he not only talked to us of the use of wo and the priceless value of a good vocabulary; he gave us sound advice on the art of letter-writing.

1. Plan your letter; if necessary, make a liminary outline.

2. Arrest your correspondent's attention in opening phrase.

3. Tell your story concisely.

Avoid the unnecessary use of that overwor word "same," and the outmoded style of 100 y ago, "I remain," "I am," etc. Make your let natural and conversational, so that your correspo ent can see you reflected in them, and finish wit definite statement.

Mr. Marra is vice-president of Beckman-Holli Co. and on July 10 he will begin a course of B ness English which will be open to the gen public. For full details call DOuglas 1318.

Our popular president, Bertha Dale, presided the appreciative audience, and after the choral tion had delighted us with their rendering of th musical numbers, the speaker was introduced by program chairman, Elizabeth Adams, in her u original fashion.

An excellent dinner, an interesting speaker, lightful music, and congenial company, what co one wish for more? Thank you, Elizabeth Adams

CLAIRE INGHAM

CLUB NOTES

ADAH RUTH TAYLOR

Ve have received a card from Lillian Palmer and ily Williams, who are driving to Stonington, n. They were in Hot Springs, Arkansas, and e driving on to Memphis and up the Shenandoah ce "in search of coolness and history," making ut 200 miles a day and feeling fine.

Miss Palmer has gone back to dismantle the old mer home, which has recently come into her session, with its interesting history, beauty and nories.

ane Smith is spending a month at Lokoya Lodge Napa County as director of health for the girls in mer camp there.

eannette McCurdy is putting on a duplicate lge tournament at Tahoe Tavern.

lla Lehr (Ann Welcome to *Call-Bulletin* read- , is spending her vacation in Hawaii. Part of time will be spent in conducting a cooking ool for the *Honolulu Advertiser*.

r. Josephine Frisbie, her husband, and little ghter Joanne spent four days of last week on a ch near Rutherford, Napa County.

letter from Blanche Newton tells us that she Jeanne Goodwin have reached their journey's . Blanche wrote from Arlington, Mass., and nne was resting in Connecticut. Figures kept by girls on the trip may be of interest to other mbers planning cross-country drives: They drove 9 miles; used 273 gallons of gasoline; spent nty cents for car repairs; had no tire trouble. er deducting the gas scrip book and five gallons oil which were given them, their expenses were 91 per day each, and they were 33 days on the d.

arah Ann Magill and Dr. Rae Morrow have gone Mrs. Magill's Feather River Canyon cottage for a ee weeks' vacation. Callie Bachich will join them t week for a few days.

The basket of beautiful white sweet peas you saw the club rooms last week was from Charlotte cCuaig's home in Kentfield. You know Charlotte gone back to Marin County and has arranged take week-end and summer guests in her lovely ne. When you have a week-end free and want ne excellent home cooking, go across to Char- te's place in Kentfield and enjoy the marvelous rin sunshine and Charlotte's good food.

Edith Clark is in Watsonville for a few weeks' ation; upon her return she will relieve Shirley lke when Shirley goes to Chicago's Century of ogress.

Clara Sharpe spent last week in Auburn.

Edyth Floyd and Rose Haas are taking a stage p up the beautiful Redwood Highway.

Amanda Heuermann has moved from 990 to 988 oadway, where she has a pretty little rock garden l fish pond. Same telephone number.

Louise Stivers is on vacation. She wrote us from rden up in the Sierra Mountains.

Belle Banz drove to Sonoma County for the week- l.

Jessie Scott has returned from her trip through e Panama Canal to New York.

Mrs. Alice Flannery, president of the Torrington, yoming, Club, and publicity chairman of the Wy- ing State Federation, was a visitor in the club oms last week.

Among the guests at the program dinner on the th were: Sarah Grant of San Diego, with Marie Jensen; Ruth Donnelly of Berkeley, guest of Rose McKenna; Ethel A. Walker, who by the way is soon to be one of us, the guest of Sarah Ann Magill; Eve Gibbel of Berkeley, sister of our Laura Gibbel; Michael Sullivan, guest and husband of Ethel Woodruff Sullivan.

Marie Crandall sailed on the *Pennsylvania* for New York via the Panama Canal for two months' vacation, part of which will be spent in Peoria, Illinois, Mrs. Crandall's old home, and on to Chicago.

Evangeline A. Sozio has returned from a month's rest spent at *The Terrace* in Saratoga.

On Sunday, June 25, Genevieve Allen called a number of friends to attend a breakfast at the Alexander Hamilton Hotel to hear Judge Meikle's interesting description of her trip to Latin American countries, Mexico and Cuba, then to Washington, D. C., where she attended the Senate Morgan investigation as the guest of Congresswoman Florence P. Kahn. Mrs. Allen asked our first vice-president, Margaret Torreyson, to act as toastmistress, and she introduced the Judge in a witty and original little speech. Mrs. Allen's postcard to the club was received too late for mention in THE BUSINESS WOMAN; however, a number of the members saw it on the bulletin board and were present to hear Judge Meikle. We understand Mrs. Allen is planning a similar breakfast soon in honor of Mrs. Kahn.

Gladys Bennett has been confined to bed for several days with a severe sore throat and high fever, but is recovering nicely.

If you have tried Jessie McKinney's recipe for orange bread we hope you realized that Jessie, the reporter, and the editor got mixed up in the flour and baking powder, and that the proportions as first printed were wrong. For five and a half cups of flour, there should be, of course, five and a half teaspoons of baking powder. Better try it with this correction and see how good it is.

BRIDGE TOURNAMENT

Tickets are now on sale for the Contract Bridge Tournament beginning Friday evening, August 4, so get your tickets early, as only 188 tickets will be sold and we want all club members and their guests to be served first. Do not hesitate because you have never been in a tournament; it is not hard and is most exciting, stimulating one's interest as well as one's game.

Also, on Thursday evening preceding the first night of play, Mrs. Jeannette McCurdy will give a lecture on duplicate contract bridge in the club rooms. This will give you all the information needed, and the only admission will be a ticket for the tournament. Price is only 50 cents for each evening and you may purchase tickets in advance. Should you be eliminated the first evening, the price of the unused tickets will be refunded or you may give them to someone else. Remember $50.00 in prizes will be given away.

Get your tickets early, from
Carolyn Weber, DOuglas 7735;
Mary Baker, SUtter 9042;
Bertha Pierce, GArfield 4450;
Belle Banz, GArfield 4038;
Gertrude Tubbs, DOuglas 2945;
Caroline Bachich, KEarny 6684;
Elsie Maclaren, LOckhaven 1846;
Margaret Torreyson, GArfield 5484;
Margery Shaffer, MOntrose 4935;
Louise Stivers, DOuglas 0274.

CONVENTION PROGRAM

Seldom has any convention program offered so much that is colorful and interesting. The theme of the convention will be "Training for Leadership." The exposition and the special entertainment features planned by the Illinois hostesses add brillliance to the program.

"Training for Leadership," the central theme, will be caried out through: Professional Standards, throwing the spotlight on the Institute of Occupations in session on Monday and Tuesday, in which the status of women in thirty major occupations will be discussed at round tables. An innovation is introduced this year in the form of three occupational breakfasts Tuesday morning, describing opportunities in aviation, radio, and motion pictures.

The registration fee covers admission to these round tables.

Public Relations, emphasizing Chicago Day and the Public Relations Luncheon at which Judge Florence E. Allen of the Supreme Court of Ohio will speak. Men's and women's national organizations will be represented.

International Relations and Government bring Dorothy Heneker of Geneva, Lena Madesin Phillips, and Jane Addams, at the International Luncheon. The gala event, the banquet, will feature women who were the first to hold important public offices. Heading the invitation list is the name of Mrs. Franklin D. Roosevelt, the first President's wife to be an active business or professional woman. Others who have been invited to attend are: Miss Frances Perkins, first woman Cabinet member; Mrs. Hattie Caraway, first woman elected to the U. S. Senate; Miss Jeannette Rankin, first member, House of Representatives; Nellie Tayloe Ross, first woman governor; Martha K. Landes, of Seattle, first woman mayor of a large American city; Annable Matthews, first woman appointee to the U. S. Board of Tax Appeals; Judge Genevieve Cline, first woman appointee to the U. S. Custom Court; Judge Allen, first woman supreme court justice; Mary Anderson, Women's Bureau, U. S. Department of Labor, first woman to head a government bureau in this country; and Mrs. Jean Wittich of Minnesota, only woman budget commissioner in the United States.

The keynote of the dinner will be "Woman's Contribution to Government."

Unified Co-operative Effort expressed in the shaping of policies and the conduct of business of the Federation at general sessions.

Three special breakfasts will be held: on Economic Recovery (women who have successfully negotiated vocational readjustments during the depression); another for New Members (subsequent to January 1, 1933); and a Good Will Tour Reunion.

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SPECIAL COLLECTIONS JUL 10 1933

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 JULY 8, 1933 No. 27

RECEIVED ACADEMY OF SCIENCES

Weekly Program *Coming Events*

July 10—Book Section, 7:30 P. M.

July 11—Dramatic Section, 7:30 P. M.

July 13—Choral Section, 6:45 P. M.

July 13—Open House, 8 P. M.

Hostesses

Margaret Bell

Elsie Maclaren **Louise Stivers**

Susie Hicks **Allene Schuerbrock**

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**

At Club Rooms.

BRIDGE TOURNAMENT

Have you your tickets for the Bridge Tournant? The dates for qualifying rounds will be iday evenings, August 4, 11, 18 and 25, and the als early in September.

While the committee will be glad to pair up gle entrants, it is much better to select your own rtner before entering the tournament.

Price of tickets, 50 cents each; 288 tickets to be d.

NUTS OR NERTS

Are you goofy enough to enjoy an evening of wning? Then be sure to save Tuesday evening, ly 18, for attendance at our program meeting. ie Amalgamated Nuts of California are going to ld their first yearly convention on that date, th Margaret Torreyson presiding as the Nut-in-ief. Everyone attending will be a delegate from me section of the state: a pine nut from the rthern section, or a grapenut from the central ction, or a chestnut from the bay section, or a echnut from the coast section, or a cocoanut om the southern section, or one of the mixed nuts om the Los Angeles section. There will be no gistration fee IF you wear a hat that is nutty ough to suit the hospitality committee. If you ear a hat that is respectable or approaching the gue or if you wear no hat at all you may be epared to pay a registration fee of five cents. ater all sorts of prizes will be awarded by an le group of judges to the nuttiest hats.

The Grebbie Shop is staging a fashion show of its for nuts and the Choral promises to do its are. There will be a lot doing at these, our mmer Low Jinx. We'll tell you the rest of the ory next week.

E. A. S.

BOOK SECTION

The Book Section will meet on Monday evening, July 10, at 7:30. We hope we shall have a large number of members and their guests present, as we think the reviews will be very fine.

The fiction choice, *Little Man, What Now?*, written by Hans Fallada, is a German translation. The theme is, to borrow from Mr. Jackson, "pat to the moment." Betty Walton will review this book.

Ednah Butler will give a summary of Stefan Zweig's very splendid biography of Marie Antoinette.

GRAYCE DEMPSEY.

THURSDAY NIGHT OPEN HOUSE

Thursday night continues to lure our club members. Cordial greetings at the doorway for all who come in, the cheerful hum and buzz of chatting groups, bridge players earnestly concentrating on their games, jig-saw puzzlers busily working on their pictures, and then later, a delightful cup o' tea—where else could one find a more pleasant evening?

The cakes we enjoyed so much last Thursday were brought by Florence Hogan and Rose Haas.

We were glad to have as our guests of the evening two friends of Margaret Bell, Mrs. George Welch and Miss Marie Toco.

We discovered in Betty Walton a latent talent for fortune telling and according to her propheeies, we may look forward to an announcement of importance from Charlotte McClelland in the near future. Margaret Bell is soon to indulge in an orgy of shopping (in the 10-cents store?) and several others are destined to travel (quite likely across the bay).

ELSIE MACLAREN.

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
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Program.....Elizabeth S. Adams
Reception.....Betty Walton
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Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CLUB NOTES

ADAH RUTH TAYLOR

Jeanne Goodwin "pulled a good one" on your Winchell. Jeanne was married June 28 to Dr. Robert E. Peck in Haverhill, Massachusetts. Dr. and Mrs. Peck will spend several weeks at their summer home on Lake Winnepesaukee, after which their address will be 173 Westwood Road, New Haven, Conn.

The Club sends congratulations to Dr. Peck.

Lenore Underwood has been fishing in the Russian River and, according to Lenore's story, she caught a twelve-inch trout.

Charlotte McClelland, Rose O'Brien and Ada Belle Wilkinson motored to Sonoma for a few days' rest at the Mission Inn.

The editor, Ethel Maxwell, Gardner Maxwell Louise Stivers spent the holidays at Big Sur. E is on her two weeks' vacation.

Our president and delegate, Bertha Dale and Clements, left Thursday for the convention in cago. Bertha will go on to New York for a days' visit with her sister, 58 Morton Street. Clements will see many of her old friends and tives in Chicago.

Bertha Pierce left July 1 for a trip thro Texas, stopping in San Antonio to see The Ala on to New Orleans, up the Mississippi River to Louis, over to Chicago's *Century of Progress*, Glacier National Park in Montana and back h for another year's work.

Mary Day Bond has given two new books to Club: *Life's Ebb and Flow*, by Frances, Count of Warwick, and *Lord Timothy Dexter*, by M quard.

The book section added to our shelves *God Lig a Candle*, by Anne Shannon Monroe.

Carolyn Weber has moved her office to 170 D sion Street, phone Market 2489.

On July 1, Edith Apgar took charge of the O land Woman's City Club's dining room.

Ednah Butler spoke before the Queen's Bench a recent program luncheon in the Mills Tower. I subject was *Barter*.

We are happy to see our auditor, Amabel W son, out after being confined to her house for s eral days with a severely sprained ankle.

Dr. Susan Harris Hamilton was one of speakers at the banquet held during the convent of the Osteopathic Physicians in Oakland.

In last week's issue of THE BUSINESS WOM your reporter put Jane Smith at Lokoya Lodge one month. Jane is health director for the ent summer vacation months.

Our first vice president, Margaret Torreys spoke before the volunteer workers of the Woma City Club on *Psychology of Salesmanship*.

Phoebe Wramp is taking a two months' vacati this year, her first in several years. Phoebe sai for New York via Panama Canal then on to C cago's *Century of Progress*.

Susie Peers spent the holidays in Colfax with brother, who has a sanitarium there.

Pearl Smith has moved to Berkeley for the su mer months.

Dorothy Rankin (Jane Friendly), who writes Home Economics page in the *Chronicle*, left Milwaukee on June 22, to attend the National Ho Economics Convention and to visit the Century Progress. We hope Dorothy will have a "swell trip. She has been working hard and will benefit the change.

And still another member, having completed busy two years as president of the State Federati of Women's Clubs, Annie Little Barry, will v the Chicago Fair. Mrs. Barry is enjoying a weeks' auto trip through the Middle West.

Alice M. Jones was down from Sacramento for week of business and renewing old San Francis friendships.

DO YOU KNOW THAT—

Believe it or don't, but the kind of beauty th has magic in its composition is created by intel gence. The pretty girl is a pleasing eyeful, but s hasn't lasting qualities; true beauty grows mo beautiful with the years. Successful business wom are as a rule good looking.

DRAMATIC SECTION HEARS MR. CHARLES COOPER

The members of the Dramatic Section were hon-d Tuesday night with a special program given the eminent American pianist, Charles Cooper. Cooper, known internationally as one of our emost pianists, was born in San Francisco. His ching experience has been wide, including three rs in Paris, ten years in New York, eight years Peabody Conservatory in Baltimore. He was ently honored by being appointed to the faculty the Austro-American Conservatory at Mondsee, stria, which includes internationally famous chers.

Our members who were privileged to hear Mr. per have stored away a great lesson that will of value to them forever. Mr. Cooper pointed the different ways of playing the piano, using composition, showing how it could be played h no meaning, and then playing it with expres-n and color. After hearing Mr. Cooper play, could never again say that the piano has no l, but it has been hidden so deeply in its inner-t strings that it has taken a genius to teach us to bring that soul out so that others may know its existence and enjoy its depth. Mr. Cooper lained how necessary it is for a pianist to have same rhythmic breathing and bodily co-ordina-n in playing the piano as in singing and danc-; also showed us how necessary it is for the erican people to become interested in some form the arts in addition to their business vocation or fession; especially it is true of the laborer se duties do not require brain power in the toil an existence. Mr. Cooper was very ably as-ed by two of his pupils, Mrs. Kane and Miss nston, who each rendered a selection.

Irs. Eva Smith Hackett explained the require-nts, so necessary in drama, portraying different ods, and Mr. Cooper portrayed the same moods the piano. Mrs. Hackett gave a reading of *terns*, and when she had finished, one could hear se in the audience sigh, a tear in the eye here there; and an expression on the face of each it was over all too soon.

Ve are all greatly indebted to Mr. Cooper and . Hackett for a wonderful evening that will not forgotten.

ROSE BEZEK.

ADVERTISE IN THE BUSINESS WOMAN

When shopping, does it pay to patronize members? I'll say it does, and how!

Browsing around for bargains, as a result of the inevitable cut, I called on a member of our club and by actual comparison found the style and quality equal to that of some of our most exclusive shops, and the price—much less. Result—I'm strutting like a peacock.

TEA AT THE JUDGE'S

Did you attend the tea at Judge Meikle's home on July first? If not, you missed a real treat. Our gracious hostess had planned this event for Bertha Dale and her "two vices," Margaret and Sylvia. In the receiving line were Caroline Wilson, Elizabeth Adams, Marion Morris, Letitia Farber, Lucia Steidel and Ethel Maxwell, the latter ever busy with her paper and pencil. The Judge's attractive home was beautifully decorated with sweet peas and gladioli. We are wondering whether Ray Morrow knew the color scheme when she expressed regrets with those lovely gladioli. Assisting at the table were Marion Morris and Frieda Kruse. No one counted calories, especially when the delicious sandwich cake was served. I shall tell you a secret, girls: This delicious morsel is an invention of the charming Mrs. James Carson, the Honorable Judge's sister. She will give you the recipe any time.

How we enjoyed Mrs. Meikle! She has always been one of the girls, for she too has been in the professional world. Mr. Meikle was the only man to brave the harem and those of us who listened to his stories of Arizona and Oregon realized where the Judge received her spirit of adventure.

Soft music floated to us from the distance, furnished by two charming young ladies whom we would gladly welcome to our midst. Another event has passed. It will serve to strengthen the friendship of our organization and help us to render service to one another.

F. L. K.

YES! . . . . .

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OUR LOVING FRIENDS

Do any of our readers remember the ad of a baby food (we think it was Mellen's) of a smiling, husky and very "nekkid" infant and the slogan, "We are advertised by our loving friends"? Perhaps you are all too young; it was a good many years ago. Then there's another one about a better mousetrap and a beaten path. So, feeling in accord with the following and wanting to share with you the satisfied thrill we experienced in reading it, we pass it on:

Christopher Morley, the pride and joy of American letters, is running in his department of the *Saturday Review of Literature*, "The Bowling Green," installments of a chatty account of his recent trip to Honolulu, which he calls "Notes with a Yellow Pen." In the June 10 issue, he has reached San Francisco on his way west. He was here only twenty-four hours, but from his own account they were busy ones. You would know that the famous ice box raider would be impressed with our food. He says: "My first two San Francisco meals were more luxurious than Bickford would have offered. What a town for eating!" (He explains that Bickford is a chain of lunch rooms.) Joe Jackson of the *Chronicle* and another friend took him to Julius's on Telegraph Hill for lunch and Leon Gelber introduced him to Solari's, "where we had 'sand dabs meunière'—a kind of sole or small flounder." Is that right, Mary Solari? A sand dab doesn't taste like sole to us, but Mr. Morley probably knows more about fish than we do. "And this little card which says, 'SHOE REPAIR CLAIM CHECK—*No shoes delivered without this ticket*—No. 1223,' is not what it seems. It was the passport to a new speakeasy which had lately been opened on Kearny Street." We hope he used it and that he was hospitably received. And he says: "The visitor to California hangs up his hat in the cupboard and leaves it there. It would be intolerable to go covered in that halcyon air," and much more that is delightful reading for the San Franciscan by birth or choice.

Eyes Examined — *Glasses Made*

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Kay's vacationing the first two weeks in July and is returning full of pep and brand new ideas for those famous hats made for as low as $5, c remodeled for $2.50, including Panamas. Giv her a call for that mid-season bonnet you will b needing when she gets back.
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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 JULY 15, 1933 No. 28

Weekly Program *Coming Events*

July 18—Dinner, 6:15 P. M.
Western Women's Building.
Convention of Amalgamated Nuts.

July 20—Choral Section, 6:45 P. M.

July 20—Thursday Open House, 8:00 P. M.

Hostesses

Jessie McKinney

Rose Haas — Lucille Cordrey

Minna Brown — Allene Schuerbrock

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

"FRIENDSHIP GOLD"

At the end of that delightful five-thousand-odd-e journey, a new chapter was opened for our own nne Goodwin, and if the loving good wishes of Thursday Nighters mean anything, it will be a riously happy one!

Even in her happiness she thought of us, for the y same letter which brought the glad news of her rriage to Dr. Robert Peck of New Haven, Conn., ried a request and the necessary token for a cake "some" Thursday night. We decided to make s a happiness-surprise cake and enlisted the aid Mary Eleanor's, who took excellent care of the prises, when they baked the cake, and great mer-ient was enjoyed by a large group of members l friends—as tokens were found and secrets re-led.

Unless fortunes lie—and we're sure they don't!!! rgaret Bell is to be our next bride and it may be louble wedding if Charlotte McClelland captures rich bachelor who will fit the button she drew! r quiet Ethel Maxwell found the heart, but she ims to be entirely in the dark. Esther Miller must holding out on us for she drew the boat, which nifies a "wedding trip"—Roberta McCarthy is ing to meet with very good fortune, she having ind the shoe, and Thelma McGuire is to continue present happy state, as she drew the thimble! ta Graff cast aside her token, though, we must ree, not purely from a selfish motive—she drew baby, which signifies "a large family," and at with all this depression 'n' everything—Etta d she would not know what to do with it without a pa!

This happiness cake augmented by Ella Robbins' licious home-made cookies made our cup o' tea ste like nectar.

Thank you all so much for your fine cooperation vard making our Friendship Promotion Section ch a happy one.

B. W.

ATTENTION ALL NUTS!

Our first annual convention will be held at a dinner meeting on Tuesday, July 18, at 6:15. MAKE YOUR RESERVATIONS EARLY AND OFTEN. Our Chief Nut Torreyson will conduct the program in her inimitable nuttiest manner. Nuts Le Roy and Tubbs are going to spur on our bunch of Musical Nuts (hand picked, most of them) to cheer us up and on. Grebbie's Fashion Show, nutty but not naughty, will add color to the program. That Big Nut, the Honorable (O yeah) Ida Reed, says she has a stirring address to crown the program. Stick it out, Nuts. Stick it out.

Bring any guests you think are goofy enough to enjoy the convention, but be sure you MAKE RESERVATIONS. Every person attending is a delegate in good and regular standing. The registration fee—note this carefully—is a nutty hat. Any delegate appearing without a nutty hat will be fined five cents. Come prepared: a real nut of a hat or five cents.

OO-oo-oooh! The PRIZES—we want a lot of them for the judges, Ninon, the Baroness von Ridelstein and Nut Meikle, to distribute. If you have something at home that would make an appropriate prize, do it up in some sporty fashion and leave it in the Club rooms. All prizes will be awarded without the slightest discretion by the judges. The more prizes there are the better your chance of getting one. Remember, now—a nutty hat, a goofy prize and yourself—then the convention will be one long to praise. Yourself must plan to take part in the proceedings. Recall that famous statement: You may fool some nuts all the time, all nuts some of the time, but true nuts will fool all the time.

If you haven't a hat for this occasion call "Grebbie", she will loan you one.

E. S. Adams.

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OFF TO CHICAGO!

Down at the Ferry, Thursday morning, at 8:30 o'clock, congregated a group of early rising, loyal B. P. W. C.'ers, headed by our first vice president, Margaret Torreyson, for the purpose of seeing our president and delegate, Bertha Dale and Z. Clements, start for the N. B. P. W. C. convention in Chicago. The girls had been showered with presents to help make their trip an enjoyable one. They joined the N. B. P. W. C. special train in Barstow and we can imagine what a jolly time they will have on their trip, with fellow club members from all parts of the country joining them en route. We have already heard from Stockton that their president and past president, Elaine West and Jane Frey, spent about ten minutes with the girls as their train stopped in that city and added to their store of gifts. The Merced girls boarded the train at Merced and presented our delegates with a large box of assorted fruits and chocolates. The Flagstaff club joined the girls as they passed through that town and added pine nuts to their supply of California fruits. We wish there were some way in which we could ship some nice San Francisco fog and cool ocean breezes to the girls, as we think they would have been welcome when they encountered temperature of 106 degrees in Barstow and a rising thermometer in Chicago.

EARLY BIRD.

"MAGAZINES"

If you have any books or magazines of good reading matter, will you please gather them for the boys at Alcatraz? If you have only a few, kindly leave them at the Club rooms, while if there is a quantity they will be called for by advising,

ISABELLE E. BANZ.

REPORT FROM THE CIVIC SECTIO

The Civic Section is growing in every way. the last meeting we had not only an increase tendance, but a greater number of the audi taking part in the discussions and a most w while program. Some newcomers we hope we see often at these meetings were: Gertrude Tu Elizabeth Adams, Helen Doble, Hulda McGr Adah Ruth Taylor, Estelle Kane, Thelma McG Mary Mooney and Louise O'Hara.

The meeting on the 26th of June preceded election and Letitia Farber gave a resume of al propositions to be voted upon the next day. Bei clever attorney, Mrs. Farber gave us both side the arguments and left it up to the audience, a the jury, to decide which way to vote. We wan give thanks to Mary Mooney, Jean Doub, Es Kane, Helen Doble and all the other members gave us special information on different proposit and helped us to make up our minds. Some o went to the meeting thinking we knew just hov would vote the next day and then reversed som our decisions after hearing the splendid discussi

When we had finished with the election discuss Dr. Crockett, our chairman, thought we might tired and offered to adjourn the meeting, but would not hear of it. Ethel Johnstone had pared a very comprehensive essay on the *Econ Congress in London* to date. She was unable t tend the meeting, but Margaret Torreyson sub tuted for her and read the paper to us, and Marg knows how to read a paper and hold the attentio her listeners.

Then we turned to the subject of inflation. C lyn Weber, very modestly, said she had a paper was afraid it was too long to read. We voted down, and how glad we were that we did! She g us a wealth of information, very concise and n interesting.

We owe a lot of appreciation, also, to Ed Butler. A little bird has whispered to us about time that Ednah has spent in the library, reading the current literature on inflation, and how she met different authorities on the subject, n now we suspect that she is quite an authority self. In fact, after hearing her talk, we are sur it. She told us a little about the past history inflation, both in our own country and in fore countries; what we might not expect from inflati and gave us some of the legal aspects on inflatio

Ruth Shaw closed the program by reading a sh article she had found on inflation, and we thank for bringing it to our attention.

It is difficult to believe that we could cover much ground in a short hour and a half. Our m bers deserve a great deal of credit for making th talks so snappy and comprehensive. In giving cre it is almost impossible to differentiate and say should get the most. Certainly our chairman, Crockett, should come in for a great share of it choosing so much talent. Every member on the gram has helped to set a high mark for us all aim at; and the audience, without which the speaker would be at a loss, is a most intelligent interesting one.

Details about the next meeting will appear in n week's BUSINESS WOMAN, but we will tell you h that we should have a most interesting and tim program worked out. Those who do not attend t section are missing a great deal.

L. S

BRIDGE TOURNAMENT

Tickets for the bridge tournament to be held on riday nights, August 4, 11, 18 and 25th, are being ld. You may get them from any of the following: illie Bachich, Mary Baker, Carolyn Weber, Belle inz, Elsie Maclaren, Marion Morris, Jean Bishop, ertrude Tubbs, Louise Stivers, Bertha Pierce, Marret Torreyson. If you do not play contract yourlf, maybe one of your friends in the Club or out of plays, so buy a ticket. We want to show Mrs. cCurdy we appreciate her offer, and, incidentally, e wish to make some money for the Club. Just cause the tournament is being held in August, do t think that you can wait until the night of the st meeting or anything near that time to get kets. Members of the committee are planning to ve all the tickets sold long before that time in der to insure the success of the tournament. So an ahead, find out how many tickets you can use d cooperate with the committee by buying *now*.

CLUB NOTES

ADAH RUTH TAYLOR

Mrs. Frances Effinger Raymond left for Chicago nday, June 25, to attend the National Educational ssociation convention. We hear that Mrs. Raynd has been "wined and dined" extensively (we pe not on cat biscuits.) In fact, she writes, so far e has not paid for a meal (beating Illinois sales x). Mrs. Raymond is one of the California state legates to the B. P. W. C. National convention d will join our girls in Chicago.

Our associate editor, Dr. Phillis Bourne, and husnd, are spending their vacation at the Grey Eagle dge on the Feather River. Dr. Bourne will be ck on the "job" about August 1.

Esther Miller spent the holidays at beautiful rmel. Esther said she enjoyed the annual play the Forest Theater.

The Club extends deepest sympathy to Lynn Brien in the death of her mother recently.

Jessie McKinney sailed Thursday with a group of ends aboard the *Santa Paula* for Victoria, B. C. ey will return on the *Santa Rosa*.

Eugenia Hoey left for Chicago July 5, where she ll take in the Fair and attend the N. B. P. W. C. nvention.

Dr. Frieda Kruse and her husband have packed ir fishing equipment and left for Mendocino unty for a two weeks' vacation, fishing and enying the beautiful California mountains.

Hazeldean Mitchell is quite busy doing her lastnute shopping before the happy event. You all ow Hazeldean is to be married to Mr. A. F. edden some time next month. The members will sorry to hear that Mr. Snedden will take our zeldean away from us. They will make their home Sacramento, where Mr. Snedden is commercial ent for the Denver & Rio Grande Railroad.

The Big Sur lured several members of the Club enjoy its beauties during the recent holidays. Dr. ete A. Crockett made a tour of the region while e visited with friends in Santa Cruz. Cecelia Spade s camping there with her husband and friends; d Shirley Radke and Edith Clark drove there in lith's Buick last Sunday, then spent Monday ght-seeing the Monterey Peninsula from an airne, piloted by Miss Clark's brother. Besides otoring to visit Shirley's mother at Pacific Grove, ese two girls spent a quiet, uneventful week-end Watsonville.

Jessie Scott has been "prowlin'" around Truckee the past week.

Those who missed hearing Judge Meikle speak at the Sunday morning breakfast will be interested in hearing Congresswoman Florence Kahn Sunday morning, July 15, at 11:30; place, Alexander Hamilton Hotel. Phone FRanklin 7800 for reservation or call Mrs. Genevieve Allen, FRanklin 9436.

Fern McGrath is spending her vacation camping and swimming at Pinecrest near Strawberry Lake.

Our Ida is away on her two weeks' vacation. Mrs. Reed has a cozy cabin on Echo Lake.

Thelma McGuire spent a portion of her vacation visiting her mother and friends in Fresno.

Lillie Kuck, Gladys Smith and Margaret Lewis were down at Paraiso Hot Springs in Monterey County for the holidays. The girls took some unusual snap shots and have promised your reporter some prints for the next contest.

The Thursday Nighters appreciated very much the jig saw puzzle contributed by Ethel Maxwell.

Another "prowler," Nettie Smith, drove to Blue Lake, in Lake County, and then down to "got awful" Pescadero for a few days.

GOOD GUIDE TO CLEAR THINKING

Straight and Crooked Thinking

By ROBERT H. THOULESS

Those who have viewed logic, the art of exact thinking, as abstruse and uninteresting have a surprise in store for them. Other books may be academic and prosaic, but not this one. Brief and witty, it is a delightful guide to straight thinking, which the reader will thoroughly enjoy while he is learning to recognize "crooked" modes of reasoning and argument.

The author is a psychologist at Glasgow University. He has written a book for all of us who have ever muffed an argument, committed logical fallacies, seen a good discussion lost in vagueness, trotted out prejudices thinking they were facts, mistaken our own mental ruts for established truths, or fallen into the over-simplification of "tabloid" thinking. In his excellent chapter on the danger to clear thinking of the use of emotionally charged words, we find the clever illustration: "the word 'firm' can be declined as follows: 'I am firm, thou art obstinate, he is pig-headed.'"

The habit of clear thinking, like all other skills, is acquired not by precept alone, but by practice as well. This book is invaluable in furnishing both of these, as a help to straight reasoning on moral and social questions, public affairs and other things of common daily interest.

FERN MCGRATH.

YES! . . . . .

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SUSAN B. ANTHONY

As I sat in the Senate Chamber at the State Capitol in Sacramento during the closing days of the first half of the 1933 Legislature and listened to the various proposals to memorialize Congress in behalf of this and that matter of interest to men, it seemed to me that some note of a feminist nature was missing. Gone was the feminist program of other years when the women who had worked hard and unselfishly for advancement of their sex used to lobby successfully for the incorporation of some feminist principle in the state legislative program. I wondered if we might recapture some of that feminist spirit if we had a "Bill" or a "Resolution" that would remind us of some of the debt we owe to that pioneer who endured ridicule, trickery and deceit that women might have the right to vote and become equal citizens with men. So a resolution calling upon Congress to set aside February 15th for national observance of the birthday of Susan B. Anthony was prepared and lobbied through both the Assembly and Senate and this splendid gesture of the California Legislature has been written into the records of Congress. It may be that other states will follow the example of California and we may ere long have a great American woman honored as are our great American men, Lincoln and Washington, by special programs devoted to the life and work which have meant so much to all of us.

Susan B. Anthony fought for fifty years with only a few derided women to cheer and aid her. Let us cherish her memory and venerate it and strive to educate the coming generations to recognize her sacrifice and her service which led to the freeing of one-half of the people of our country. The women of today and of tomorrow will gain much for themselves by studying the life and works of the pioneers who paved the way for their present position as citizens.

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SPECIAL COLLECTIONS
JUL 21 1933

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 JULY 22, 1933 No. 29

Weekly Program

Coming Events

July 24—Civic Section, 7:30 P. M.

July 25—Dramatic Section, 7:30 P. M.

July 27—Choral Section, 6:45 P. M.

July 27—Thursday Open House, 8 P. M.

Hostesses

Edith Floyd

Bessie Kibbie — Edith Clark

Hazel Jacoby — Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

WHO'S WHO AND WHY

DR. PHILLIS BOURNE

Dr. Frieda L. Kruse is one of our members with dual personality. She was born in San Francisco and educated for music. After finishing high school, she spent a year in Europe to complete her musical education. On her return, she felt that she needed something else in her life, and decided to study medicine. She was graduated from the University of California Medical School with high honors and spent the next two years at the San Francisco hospital, first as an interne, and then as resident at the University of California service. This was during the war.

In 1920 she began private practice in the Butler building and joined the staff at U. C. and Children's Hospitals. It was also at this time that she began her Juvenile Court work for which she is so widely known. At the present time Dr. Kruse examines all cases of offense against women and children in San Francisco. There are times when this type of work seems very discouraging, but very so often some of these girls, who have made good, come back to Dr. Kruse to be taken care of as private patients and she has the satisfaction of knowing that through intelligent care of the juvenile cases, it is possible to make responsible citizens of the future.

Her club activities are many. In 1924 Dr. Kruse was staff chairman of narcotics for the State Federation of Women's Clubs, a position which she held for two years. She is on the Board of A. A. W. and for the last two years has been chairman of public health of the City and County Federation. She was one of the charter members of the League of Business and Professional Women and was chairman of public health for that organization.

Her main hobby, of course, is music—both piano and vocal. She has appeared numerous times with the San Francisco Cantoria. Her other hobbies are her two adopted children, who are also very musical.

And of course you know of Dr. Kruse's recent marriage to Mr. R. Sherburn.

CIVIC SECTION

Following is the program for the Civic Section, which meets Monday, July 24, at 7:30:

Jeannette E. Doub—*Outline of National Industrial Recovery Act.*

Lenore Underwood—*Wage and working conditions as outlined by NIRA.*

Ethel Johnstone—*London Economic Congress.* (Continuation of report.)

Carolyn Nelson—*Tariffs as affected by Economic Congress.*

The National Industrial Recovery Act seems destined to have profound effects on each and every one of us. It has been front page news for several weeks. If you have found it difficult to keep informed on all work which is being done and the powers conferred on the administration under this act, come and get a summary of it, Monday night; if you are well posted, come and share your knowledge with us.

Will Rogers says that we have forgotten now whom we sent to the London Congress. He is also sure that the Congress is a flop. We are sure that Ethel Johnstone and Carolyn Nelson have longer memories than Will gives the majority of the people credit for having, and it is going to be interesting to find out just how much of a "flop" they consider the Congress.

The Business Woman

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Associate Editors.....{Virginia V. Mueller
{Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
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Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

BRIDGE TOURNAMENT

By the time this issue of *The Business Woman* reaches you there will be only two weeks left in which to buy your tickets for the first qualifying round of the bridge tournament to be held Friday night, August 14. The second, third and fourth qualifying rounds will be held August 11, 18 and 25. From the interest being shown it looks as though we shall have a "sell out." But do not neglect to buy a ticket or a pair of tickets for one or all of the four nights for the reason that you may think there are no tickets left. We need your support. Call Mary Baker, SUtter 9042, or Margaret Torreyson, GArfield 5484, or any one of the following members, for tickets: Callie Bachich, Carolyn Weber, Bertha Pierce, Belle Banz, Elsie Maclaren, Marion Morris, Jean Bishop, Gertrude Tubbs, Louise Stivers. AND REMEMBER, money prizes are to be given.

CLUB NOTES

ADAH RUTH TAYLOR

In a letter from Bertha Pierce we learn th while on her way to St. Louis, Mo., she stopped Uvalde, Texas, to look over Vice-president Garne ranch and to say hello to Jack, but to her diss pointment there was no ranch and Texas Jack h gone on a fishing trip.

Our hostess, Betty Walton, and Hazel Domini are spending their vacation in Yosemite Valley.

At last week's Open House we had the pleasu of greeting Elizabeth Adams, Lucia Steidel, N Lawrence and Roberta Stadell. These members not come often. Among the guests were El Oughton, guest of our newest member, Meta Jon Miss Callahan, guest of Elizabeth Adams, a Ruby Rich, who added so much gayety to the I Ke-No table. Miss Rich is soon to be one of Gurty was seen playing bridge that evening a we hear she made two or more grand slams; just little practice before the big tournament.

The new sugar bowl and tongs we were "spo ing" last week are the gift to the club from Alle Schuerbrock.

Leora Butler is spending some time at Truck

Delphine Morrison suffered severe abrasions the leg when inadvertently her brother closed t door of the car while Delphine was getting in the car.

Edith Floyd left last week for Seattle, wh she will spend her two weeks' vacation.

Nell Boardman made a trip to Cloverdale, a from her story the roads are good in spots.

Anna G. Reidy has moved to 1900 Washingt Street.

The review of *Straight and Crooked Thinki* which was run in *The Business Woman* last we was reprinted from the *Chronicle* of July 2.

Ethel M. Johnstone, partner of the Saline-Joh stone School for Secretaries, reports that they ha moved their school to 111 Sutter Street, room 7 Ethel said that they have a splendid suite, very w lighted, and are well pleased with their new locati Enrollment is good, and they have started a nig school, a new departure for them. We are all i vited to stop in and inspect the new quarters.

Kathryn Sproul is making her second trip Mendocino County, where she seems to be spendi most of her summer's vacation with her mother.

Elizabeth Benton has a month's vacation whi she is spending in Mill Valley, having taken a c tage there with a friend.

Elizabeth Mowder is entertaining her sister-i law, who is here from Sacramento for a week's vis

And Roberta McCarthy was busy showing her s ter, Mrs. Lucille Waugh, the sights of San Fra cisco.

Margaret Bell and family drove to Yosemite V ley for a few days last week. Margaret said, "s ing the new million-dollar tunnel is worth the trip.

Lucile Cordrey is planning to leave for Chica on the 22d. She regrets that the date of her vacati did not permit her to leave on the special train f the convention last Thursday with the rest of t girls.

Rae Popin, a member of the Honolulu B. P. W. C will stop in the city while in the States, to visit ma of her old friends, among them Hazeldean Mitche

Carrie Daly is spending her summer's vacati *staying in the city and* resting.

Anne Waxman of Ontario, California, B. P. W stopped by July 5 and registered in our guest boo

n last week's *Business Woman* you read Gene-re Allen's account of the resolution passed by State Senate setting aside February 15 for ional observance of the birthday of Susan B. hony. Mrs. Allen has given us a copy of the olution and we are passing it on to you:

embly Joint Resolution No. 19—An act to memorialize Congress to set aside February 15 as national holiday to commemorate the birthday f Susan B. Anthony.

VHEREAS, Susan B. Anthony was the pioneer who zed the trail leading to women's suffrage in the ited States; and

VHEREAS, Susan B. Anthony gave her life and rgy toward obtaining equal rights for women;

VHEREAS, Susan B. Anthony is honored and ked upon by the people of our country as a great ional figure; and

VHEREAS, February 15 is the day of the birth of great leader; now, therefore, be it

Resolved by the Assembly and Senate jointly, of California Legislature that Congress be urged set aside and apart February 15 as a national day in commemoration of the birthday of Susan Anthony.

MOCHA ICE-BOX CAKES

often one tablespoonful of gelatine in one-half a of cold milk. Allow one-half a cup of boiling er to drip over three tablespoonfuls of pulverized fee. Mix together one tablespoonful of cocoa, -eighth a teaspoonful of salt, one-fourth a cup of ar, and one-half a cup of water, and cook just g enough to overcome the raw, starchy taste of cocoa (about four minutes). Add the gelatine ture to this hot syrup and stir until dissolved; the clear coffee, and strain into a bowl. Let until this is a soft, quivery jelly; beat until k, light, fluffy and firm enough to hold up pped cream which is folded into it. Have ready -half a cup of cream, measured, chilled, whipped sweetened with one tablespoonful of sugar. ne bowls may be placed upon cracked ice during ting.) Combine the whipped cream and the gela- mixtures very thoroughly, yet retaining their tness. This is impossible if the gelatine is too n or too soft, or if it has not been well beaten. ur the well blended mixture into individual molds ch have been lined with sugar wafers. Chill until n. With the point of a paring knife loosen the es, dip each mold into warm water, and quickly ert upon a cold serving plate.

X. Y. Z.

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ANGELS AND AMAZONS

This is the name of the book which the National Council of Women had Inez Haynes Irwin write, "*The Epic of American Womanhood.*"

1833 Female
1883 Lady
1933 Woman

Within the past hundred years, all three of these words have been used to describe the woman's place in American life. The story of how the first was dropped for the second, and the second for the third is a thrilling epic of effort and toil.

"A brilliantly written volume crammed with information of vital importance," is what our own Lena Madesin Phillips, president of the National Council of Women, has to say about it. It is designed for the woman who, conscious of her sex, thinks of where she is going and why. Slavery was the first great cause championed by American women. During the Civil War years, American womanhood laid the basis of her future. It took another war, half a century later, to make America understand for all time that its women could not and ought not be confined to wifehood and motherhood.

Social freedom and equality of the sexes are battles that are still being fought. Fashions that called for bathing suits heavy enough and ample enough to keep one warm on a winter's day, that dragged skirts on dirty pavements, that wore women out by their sheer weight and strength; false modesties that forbade the mention of the word "leg" in mixed company; taboos that effectively shut off opportunities for making independent livelihoods—all are as dead as the dodo. The slaughter of the taboos has marked the road to equality.

Suffrage brought to its banners the most militant group of organized women that the country has ever seen. In a day when the question is no longer at issue we are apt to forget the bitterness and the heroism that centered around the suffragists. *Angels and Amazons* contains the whole colorful account of this fight for political equality.

Inez Haynes Irwin was chosen from among all the women authors of the country to write this important book because she has for years been a well-known writer of successful novels, because her name is known to millions of American magazine readers, because she has herself been a leader among organized women, because she is noted for her candor and fairness, and because she has solved in her own life today's outstanding feminine problem—a career versus a home.

This fascinating book will be reviewed at the Book Section Monday, August 14. Be sure to come and hear about it. Not only club women are talking about it—did you hear what Joseph Henry Jackson said about it in the *Chronicle* recently?

Fern McGrath.

SAVE YOUR TINFOIL

Horrors! Girls, we have seen some of you throw away the tinfoil from your candy bars—we know you don't chew gum. Don't you know that the Club is saving tinfoil for the crippled children and that you can leave it at the desk in the Club rooms? Please make a habit of saving all you find and of taking the tinfoil from your brothers' and husbands' (?) cigarette packages and bring it up to us.

DRAMATIC SECTION

Another meeting of "Our Dramatics" was held last week under the directorship of Mrs. Hackett. These meetings are always interesting and inspiring. The work that is given to us is helpful to everyone, and cannot be obtained without considerable expense, yet it is offered to the Dramatic Section for a most unheard-of sum. I am really surprised that more of our business women are not taking active part in this work. It is really an opportunity.

We are learning the different qualities of voice, and how to express our feeling. Mrs. Hackett gives her personal advice to each member of the class. and each member is given the opportunity of "doing her bit."

Learning to breathe correctly and proper, graceful poise are details we are apt to forget in the hurry and bustle of our daily grind. You all know what a picture of grace Mrs. Hackett is. We are trying to assume some of her graceful poise. Don't think that impossible, because we never realize what possibilities we have until we try.

Our next meeting will be on Tuesday, July 25. Rose Bezek has an interesting meeting planned for us. She never fails, so back her up and be in attendance 100 per cent. THELMA MCGUIRE.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

10 JULY 29, 1933 No. 30

Weekly Program — Coming Events

August 1—Dinner, 6:15 P. M.
Western Women's Building
BUSINESS MEETING

August 3—Choral Section, 6:45 P. M.

August 3—Thursday Open House, 8:00 P. M.

Hostesses

Grayce Dempsey
Ida Grebinar — Daisy Dennery
Sara Rosenberg — Allene Schuerbrock

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

THURSDAY NIGHT OPEN HOUSE

Belle Banz was our Thursday hostess while Betty lton vacationed in Yosemite. Minna Brown and se Haas served on the committee that evening, l Allene Schuerbrock took charge of the kitchen ner usual dependable manner.

Who could resist those creamy pecan wafers that peared—and then disappeared? Equally mysteri- were the cakes which were served with the tea. amount of investigation disclosed the donors of se goodies, so we take this opportunity to thank se generous members.

Dr. Fernald brought as her guests her sister, Mrs. ley, who is visiting from Los Angeles, and Mrs. mbach, whom we were glad to see again.

The guests of Jessie Scott were Ora Reed and ra May Howard. Miss Howard is a former mem- of the Racine, Wisconsin, Business and Profes- nal Women's Club.

Maud Lamberson has not come in so often since has been located in Berkeley and we were de- hted to have her with us last Thursday. Nan wrence surprised us by coming two Thursdays succession after a long absence and we hope she s joined our Thursday night regulars.

Jane Smith, Chairman of the House Committee, pped in to inspect our new curtains and to find t what everybody thought of them. Jane has en away for five weeks on a combination business- cation as Health Counsellor at the Girl Reserves' mp in Napa.

Outside of a small group that gathered around e divan and just talked, everybody played bridge. ursday night is a wonderful opportunity to prac- e for the Tournament, so bring along your part- r next Thursday.

ELSIE MACLAREN.

WELCOME HOME

Virginia Himes, who has been stationed in Tientsin for the past two and one-half years, has returned home. Mrs. Himes made the trip back via Suez Canal, stopping in India and Egypt, where she spent some time, then to Europe and New York. From New York Mrs. Himes drove with friends to Washington, D. C.; the Chicago Fair, Grand Canyon and other interesting places en route. Mrs. Himes is now stationed at Letterman Hospital. Her home telephone is WEst 9839. Make this change in your roster.

DRAMATIC—MONTHLY SHOW

Get your order in now for tickets to the *20th Century*, Monday night, July 31, 1933. This is a comedy by Hecht and MacArthur starring Eugenie Leontovich of the original New York production. Telephone Mrs. Gertrude Tubbs for your reservations.

Don't forget—next meeting night of the section Tuesday, August 8. Mrs. Hackett will be with us.

ROSE A. BEZEK.

APPRECIATION

The editor thanks the members of *The Business Woman* staff, particularly Doctor Phillis Bourne, associate editor, and Doctor Adah Ruth Taylor, reporter, for their willing and efficient handling of your club paper in her absence. *The Business Woman* itself is the best proof of the good work they did, and it is a pleasure to be able to leave town and one's club job knowing that the members will receive their copies on time and in such fine shape as during the past three weeks. Just a word of thanks also to Louise Stivers, who helped Doctor Taylor in the same zealous spirit in which she enters into every club activity. My thanks to all the staff, and the usual request to contributors that all copy for our columns be sent to 1227 Stanyan Street, as before.

E. L. MAXWELL.

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FIRST ANNUAL CONVENTION OF THE AMALGAMATED NUTS OF CALIFORNIA

(Note: Miss Radke, having received requests from several members that the account of the Nuts' Convention be presented in detail, has sent *The Business Woman* the very fine paper, the first installment of which follows. Owing to its length, it is necessary to continue it in two or three issues. We are glad to comply with requests such as this from the members, particularly when it is made so delightfully easy by contributors like Miss Radke. The paper is yours, and its columns are open to every member as far as space allows.—Ed.)

Siss—boom—bah, siss—boom—bah!
Are we nutty? YES, we are.
Siss—boom—bah, siss—boom—bah!
Who is nutty? Why—YOU are.

Thus began the summer Low Jinks on July 18, when over two hundred nuts, of all sizes and shapes, sound and otherwise, gathered together in the second nuttiest city of the State, and gave vent to their feelings—inflated, deflated and crushed—for four hours. It would have lasted five hours, or five days, had not complete exhaustion driven the nuts home.

Registration fee was a nutty hat—there were lamp shades with pompoms, a lady's slipper (lovely moire silk tied with a great plaid ribbon bow), Florence Kahn with her real Gainsborough, a wooden nut bowl and chopper balanced over one ear, Ninon's tiny "button" hat perched high on her curls, the Baroness' cellophane turban, Sergeant Nut Adams' salad bowl, pine cones and pheasants, pearls and feathers, dangling peanuts, cocoanuts and chestnuts, the grapenut vine chapeau worn by the Nut of Nuts Bachich, a Tessie Wall creation of plumes and velvet ribbon, Charlotte's "Diamond Lil," the wife of a sailor, Pekin pup, a hat that told fortunes, the fore and After Prohibition pair from Livermo an antique "breath of spring" idea with pointed crown and broad stiff brim. Nut Perk from Berkeley balanced a charming leghorn had been picked too soon. Jane Frye must have on her hat all the way down from Stockton. Et Maxwell endured one of those top-heavy plush thi once known as a hat. Well, there were two hund of them, each different! Most of them looked the "wrath of God." They came from Berkel Hayward, Livermore, Stockton and local nutteries

Festivities started with everybody joining a and swinging in all directions, and singing in keys the Greeting song, followed by that touchi ditty, "Where Did You Get That Hat?" The No Nuts from Melody Lane tried to out-yell the cro

Then we "et." Even the ice cream was nutty

Followed the introduction of special guests, n of questionable character, by Chief Nut, Ker Torreyson: Congresswoman Florence P. Kahn can), Judge Theresa Meikle, Baroness Maria Ridelstein, and Ninon. Nut Gurty led us in cle ditties she had composed as greetings to each guest and Chairman Nut Adams. Your nut repor is now working while her subunconscious mind si "Oh you Mar-GRUT—ooh—hoo!" Now, ain't t nutty?

A greeting was read from General Nut Dale, in New York, accompanied by a sack of nuts—"n for the nutty."

Once in a while, a low-life group of pinenuts bu forth into song, rehearsing every nursery rhyme e written. They were finally squelched after havi the old woman who lived in a shoe throw all children out the window.

Then came the Torch Song of the Conventi warbled by All-cracked Nut Dailey—that anæsthe ballad, " 'Twas Only an Old Beer Bottle." T assorted nuts tried to join in the second cho but grief overcame them (or was it laughter?)

Kernel Torreyson crashed the down side of a d pan with an old wooden potato masher and Convention was called to disorder. The assem made as much noise as possible in getting settled

Fresh Roasted Nut Meikle was accused of bei parliamentarian and announced the following rul Each nut must bow twice to the Kernel bef speaking. To receive privilege of addressing the sembly twice, one had to stand on her head i remote corner of the room. All resolutions must submitted to the Psychopathic Department bef presentation to the delegates. All members not attendance were sentenced to remain in a padd cell for the next æon.

Nut Director Le Roy (quaint to behold!) led Noisy Nuts in more warblings, against the unw come assistance of the mob, in "A Bicycle Built two," "Sidewalks of New York," "Little Am Rooney," "A Hot Time in the Old Town Tonight Hard-boiled Nut O'Hara, garbed in yar-rds yar-r-rds of organdie and a picture hat, got strangle hold on Salted Nut Hamilton and tempted a "waltz-me-around-again-Willie" sort gambol up and down the room.

TREASURER'S REPORT, by Soft-shelled N Johnstone: Both cash on hand and balance rep sented by one good-sized goose egg, due to the f that all checks for dues had been returned by t bank because of rubber content. No expense w involved, as all flowers needed had been taken fr the city parks.

AUDITOR'S REPORT, by Hard-boiled Nut Hara: Although ruled out of order for loud and letic chewing of gum, she proved her ability to k and chaw at the same time. The gross dishonesty the Treasurer was uncovered—she appropriated cents to save her face on a recent spree of hot gs and custard cream puffs. Nut O'Hara acdits her ability to work as timekeeper in a fish chery, where she became adept at selecting all with halitosis.

BY-LAWS, by Well-roasted Nut Weber: Proed a list of new ideas to improve the sex appeal l increase vitamins N, U and T of all nuts. As discussions required from four to five days and one nut thought to bring along her bed, the egates had neither time nor inclination to listen them. All by-laws were therefore put under the le.

RESOLUTIONS, by Buttered Nut Grunsky: his nut reporter wants to know how one can read ough and over one's specks at the same time.)

1. Whereas, it is well known that certain nuts h as the sneeze nut, maple nut, pshaw or pistache t, and fence nut are hard to crack. And whereas, s condition is shared equally by that form of stacean known as the crab, the meat of both ng made inaccessible and difficult of procurent by reason of the horny shell and awkward parions. And whereas, in the case of the aforesaid b the matter is neatly handled at certain seasons shedding and by a condition know as soft-shelled bs fried in bread crumbs and served with Holdaise sauce. Now, therefore, be it resolved, that soft-shelled season shall be and is hereby estabhed for nuts, and that at this time all limit be moved as to the hunting and capture of nuts, exot that lights shall not be used to lure nuts to ir death and that they shall be shot with nothing aller than a thirty-two rifle. And further be it olved, that due notice shall be posted of such ion when it is taken.

2. Whereas, the economic problems of the coun- seem to be given over entirely into the hands of ts. And whereas, particularly, the problems of lation and deflation seem to be as nutty as any have met. And whereas, there seems to be no ason for exempting farm products or nuts from e application of these two principles. Now, therere, be it resolved, that we, the Amalgamated Nuts America, in solemn convention assembled, do reby petition that Most Honorable Nut, the Presint of the United States, to apply inflation to the nenut with a view to increasing its size so that can pick it up with our fingers and crack it with r teeth with greater ease. And, also, be it relved, that the peanut shall at the same time be flated, removing the surplus air and increasing e kernel until it better fits its skin. Resolved, also, at a copy of this resolution be spread upon our nutes and roasted for ten minutes over a slow fire.

3. Whereas, there is one class of nuts which has therto been entirely overlooked by this body; mely, brothers, fathers, colonels, Kentucky colonels, hardshell Baptists, husbands, ex-husbands, husbands-to-be, and other green or pickled varieties of nuts. And whereas, these classes of nuts are of very little use in general, except for the fact that they are well salted (though sometimes entirely too fresh). Now, therefore, be it resolved, that all male nuts shall be required to shell out regularly as required by their wives, sisters, daughters, or other owners, under penalty of otherwise being well roasted, buttered with unkind words and chopped into small pieces.

4. Whereas, it is intolerable that two proud nuts like the Philippines should continue to suffer loss of independence by being required to live two in the same shell. And whereas, the Democratic Party has long promised the Philippines freedom and political and economic liberty. President Wilson, himself, promulgated the doctrine of the autonomy of small nutsions. And whereas, it is well known that the name of Roosevelt is associated both with the Philippines and the title of colonel. Now, therefore, be it resolved, that all Philippine nuts from now on shall have complete independence and separate shells. And that at the same time a tariff against Philippine nuts shall be levied by the Congress of nuts of the United States. And that this question of Philippine independence shall be submitted in a nutshell to all Philippine nuts on or before the next convention of this Association, and if they say either yes or no, they shall be required to pay a forfeit.

Two resolutions were presented from the floor: One recommending that Congress change the name of the small, round pieces of iron with holes in them to Nerts, as their present designation as nuts was considered a gross insult to our Association. The other was Stockton's offering: Inasmuch as it has come to the notice of the committee that certain parties, whether inadvertently or with malice of forethought, have lately been designating our Sisters of the South as Coo-coo Nuts; therefore, be it resolved, that we publicly condemn all such procedure and make every effort to thwart all tendency to incorrect pronunciation of the beautiful, melodious name of Cocoanut.

Objection from the floor to Resolution No. 3: Old Maid Nut announced very definitely that the nuts referred to were all cracked and not worthy of any consideration.

One objection to Resolution No. 4 was voiced hoarsely (or horsely): The indignant nut claiming that two nuts in a shell are a united state; that if we were to separate them they would no longer be Philippines. *(To be Continued)*

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CLUB NOTES

ADAH RUTH TAYLOR

Our member Winifred Kerr, who is in Great Bend, Kansas, sends best wishes to fellow club members. Winifred writes that the thermometer has been registering around 110 degrees. No doubt some of old San Francisco's cool fog would be appreciated by those in Kansas.

After establishing her school in its new quarters, Ethel Johnstone has taken a pleasure trip to Portland for ten days.

Some of our members took advantage of the Sunday street car passes and spent most of last Sunday street car riding around the city; getting all they could for their money.

Miss Beckman of the Albany, Oregon, club was a visitor at the club rooms last week.

The girls who spend their lunch hour each Thursday folding *The Business Woman* were happy to see Bertha Pierce back from her vacation. Bertha told us some interesting stories about her trip.

It is with regret that we hear of the death of Lillie Brewington's father on July 13 in Modesto.

Estelle Prager has gone to Tahoe Tavern for her two weeks' vacation.

Mary Crookston has sold her Pacific Avenue house and is over in Berkeley at 1024 Ordway Street. Mrs. Crookston says she will have more time for club activities.

Carolyn Nelson just returned from a motor trip through Southern California and the interesting spots in Arizona—Grand Canyon, Painted Desert and Apache Trail. She took another week and "recuperated" up in Mendocino County.

Lucile Cordrey and Shirley Radke plan to paint the Windy City a brilliant red on August 4, when Shirley reaches Chicago and finds what is left of Lucile.

Edith Clark has finished her summer work and is spending the rest of her vacation in the Yosemite.

Will the girl who wore the pearl earrings at the Nuts' Convention style show please leave them with Mrs. Burlingame? These were loaned to Grebbie and she is anxious to return them.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 AUGUST 5, 1933 No. 31

Weekly Program *Coming Events*

August 8—Dramatic Section, 7:30 P. M.

August 10—Choral Section, 6:45 P. M.

August 10—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer

Rose Bezek — Lucy Thompson

Allene Schuerbrock — Margaret Brandt

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

POST-CONVENTION DINNER

Were you fortunate enough to attend the National Convention in Chicago? Probably not. But just the same you can partake of the inspiration that came to those who enjoyed this unusual educational treat.

Our program dinner of Tuesday, August 15, will be a reproduction in miniature of those stirring convention days. Several members of Bay District clubs will join with our own members in giving to us the highlights of that never-to-be-forgotten week. We expect to hear from Mrs. Maude E. Empey, first vice-president of the California Federation; Miss E. Louise Jolly, state chairman of education; Mrs. Mable Gregson, president of the Bay District; Miss Bertha M. Moblad, president of the Alameda Club; Mrs. Grace Patty, president of the Berkeley Club; and Miss Lucile Hewitt of the Alameda Club, as well as our own Z. Clements, Lydia Floan, Rose McKenna, Frances Raymond, and Mary Solari. President Bertha Dale, who, by the way, was one of the principal speakers at the Tuesday morning personnel and employment management round table, will introduce the speakers, and you may be sure that she has planned a delightful program.

Our speakers will tell us of the thrilling occasion when the California delegates, in a body, entered the convention, marched around the large hall, California banner proudly waving, and proceeded to their seats facing the speakers' table, greeted by vociferous cheers from the entire assembly. We shall hear of the presentation of topics of vital interest to us all, so ably handled by leaders in their various fields, nationally known women of whom we are justly proud. We shall hear of the occupational institute, the economic recovery breakfast, the public relations luncheon, and finally the impressive and colorful banquet of twenty-seven hundred women in the grand ball room. Those of us who have already gleaned hints of these happenings are looking forward with enthusiasm to hearing the story unfold itself, bit by bit, under the expert guidance of our president. Speakers will be strictly limited as to time, giving a quick and kaleidoscopic survey of an eventful week in our history.

A large attendance is expected, and it is requested that reservations be made early, so that definite plans may be made by the committee and that there may be room for all. The dinner will start promptly at 6:15, so remember the day, jot it down on your calendar, phone Mrs. Burlingame, and plan for a brief and eventful trip to Chicago on Tuesday evening, August 15.

MARION MORRIS.

CONTRACT TOURNAMENT

Last Call! There may be a few tickets left when is notice reaches you, so if you are contract bridge nded, procure one and join us in the club rooms 7:30 Friday, August 4. If the first night is sold t, you can join any of the other three qualifying ghts, namely, August 11, 18, and 25, for which tickets are now on sale. Tournament bridge is very stimulating and exciting, so come, and try for part of the $50.00 in cash prizes. Tickets are only fifty cents each. Next week we will tell you the names of the lucky ones who qualify for the finals.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*
Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN
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CLUB NOTES

ADAH RUTH TAYLOR

Lydia Floan has brought back many interesting stories from the Chicago convention and the fair. Lydia stopped off at Minneapolis en route home for a very brief visit.

Lady Lois A. Peckham has taken her brother and nephew on a tour of the Northwest in her Studebaker.

Regina La Rose turned up last Thursday night after a month's vacation at Ben Lomond, near Santa Cruz. Mrs. La Rose was accompanied by her husband, who has been very ill, but is much improved.

Edith Bristol closed her desk at the *Call-Bulletin* office and left last Friday for her vacation. Miss Poison Oak, Mrs. Bristol's Nuts convention disguise, will spend part of her vacation in Carpinteria, below Santa Barbara.

Dr. Susan H. Hamilton spent this week in Ukiah with her sister.

The club extends deepest sympathy to Mrs. Mable Gregson, our Bay District president, on the death of her brother.

Dr. Josephine Fernald has her sister, Mrs. Mary Marshall Wiley, visiting her from Los Angeles. Mrs. Wiley is very active in club work in Los Angeles.

Wouldn't you enjoy seeing Callie Bachich and Dr. Rae Morrow killing rattlesnakes before breakfast? It's rumored that snake killing with an ax was the morning's exercise while they were vacationing on the Feather River recently.

Mrs. Lee Taylor Dickinson has left Stanford Hospital, where she has been confined for some time. It will be a pleasure to have Mrs. Dickinson with us again.

Bert Stalder is spending some time in Cordova, Ill. She writes that she has been sojourning on the shores of the Mississippi River and around Clinton, Iowa.

AMALGAMATED NUTS OF CALIFORN

Vote was taken—the ayes crossed their eyes; noes stuck out their tongues. All resolutions w defeated, although the vote was close.

WAYS TO BE MEAN: Report by Chairm Pickled Nut Morris. Although all nuts showe natural talent for ways to be mean, there still mains room for improvement. The following s gestions were offered: Restrain yourself from c plimenting a new dress of a friend—tell her admire her courage to wear it. Say anything to to a friend's discomfort. Always drive down center of a road, thus enabling those behind yo enjoy the view and listen to the melodious squa ing of horns. Come to Club dinners without a re vation—always helpful, as there may not be eno food to go around (this is very popular!). W answering roll call remember that your name occupation are a deep, dark secret, to be known to your nearest neighbor. Always phone your frie early in the morning, five or six o'clock is gran or wait until the moment the coffee is ready boil over or the soft-boiled eggs become as hard rocks. Accept bridge invitations, then forget th Make your three-minute reports last at least a l hour, longer if the audience shows signs of slee talk on until all are unconscious. Chairman Adams was approved as having unusual success ways to be mean, having made it a life-long stud

FUND FOR FALLEN NUTS, reported by Ch man Salted Nut Hamilton: She gave a heart-re ing account of nuts who marry young and go loo but collect alimony while their sisters are gett ripe; those who don't get picked at the opport moment; and those who fall under leaves, d know what they should do, so remain there, gett sour and wrinkled. A collection in the "goo dish pan brought buttons, nuts, silverware appro ated from the tables—a very choice selection.

Torch Song bellowed forth again by Nut Daile

Reports of Section Presidents (Guaranteed This Year's Crop)

PINE NUTS (Half-cracked Nut Mooney): said that the truth shall make you free, but children and nuts have the temerity to use it. C dren early learn the worth of conservation. P Cone, guaranteeing more fog than any other pl bid for the next convention, and read a greet from Chicago, "For thee I pine."

CHEST NUTS (All-cracked Nut Dailey): Stai amidst much opposition from the floor, but silen them with threat to sing. She reported that pression is a chestnut; that ours is a Nation w well-developed humor, although foreign count call it a perverted sense of humor. Statistics s that 574 mother-in-law jokes are now accepted joy, that Scotch stories are being brought out ag and greeted with great gusto. The Pulitzer p goes to the old wheeze about the man who as his friend who the lady was he saw him with night before, bringing the reply, "She's no la she's my wife!" Which was enough to prove point.

GRAPE NUTS (Crushed Nut Crockett): T august person unrolled a scroll of red and silver foil fastened to a rolling pin and read a collect of $4.00 words (for which she was fined) that m every nut present roll over in her shell. An ine prehensive report on the elevating, exhilarating demoralizing advantages of wines—this Sectio hypothetical objective now being gratified.

BEECH NUTS (Chopped Nut Maxwell): Sug-sted that we withdraw into our shells until an portunity comes to prove we are nuttier than ever. fered slogan, "A better and nuttier world for gger and better nuts." Extolled virtues of our Walter Winchell" Nut Taylor, and of Nut Shaef-r, who sells our nuttiness to the outside world.

COCOA NUTS (Glace Nut Prechtel): Wished to tify all nuts that her Section meets on any old ıb not otherwise engaged, that it (the Section, t the limb) is filled with the milk of human ıdness, and believes in doing unto others as they ould do to them—but do them first.

MIXED NUTS (Sugared Nut Ingham): (Should ve been fined for buying over a sack of dele-tes.) Proclaimed with great joy the home city her Section, Los Angeles, the nuttiest city in the ıion. Gave us words of wisdom, "Some are born tty, some achieve nuttiness, and others have nutti-ss thrust upon them." She called for the back-ne of the organization and her bought block re-onded "WALL nuts!"; the symbol of authority er men, "HICKORY nuts!"; those who proved e heights to which we have climbed and depths to ıich we have sunk, "PINE nuts!"; what is so in-gorating, "COCOA nuts!" She reported one for-gn country having applied for membership—BRAZIL nuts." She asked what expresses fem-nity, sex allure, etc. ad lib. and the response was HAZEL nut!!"; and that which builds up vita-ns N, U and T, supplies blood and strength and awn was proclaimed "P nut!"

The crowd, by that time, was so nutty that it did nething intelligent: it moved back without killing ybody and made a double aisle for the Fashion ow, staged by the Grebbie Nut and her otherwise le buddy, Mabel Barrett. Just where they got the thes we don't know—but there they were! Some ort, some long, some up in front and down in ck, other vice versa, Spanish shawls with clashing wns and sport shoes, egg-shell satin, close-fitting d hooking up the back with high collar, plumes d feather boas, waists with sailor collars, ruffles d lace and velvet ribbon. Some were so nutty ey were quite up-to-date. The piece de resistance as "Mr. Mae Barr Long," who suddenly grew a ape (and I mean shape!), donned a most fetching tin gown, evening slippers, Spanish shawl, and aced his dome with a well-fitted wig and waving een plume. Nut of Nuts Bachich flitted thither d yon, letting her grapenut vine wave in the eeze, depicting or doing something to the Dance of e Symph. We called for an encore and Kernel rreyson was nutty enough to repeat the parade.

Guest speaker, The Honorable (O Yeah) Nut Reed was confronted with a greeting song offered by all present. She fitted into the picture with her pea-nut hat, necklace, and badge of office. Her topic was timely, "Inflation and Deflation as They Affect the Sex Life of the Peanut." She took us inside the shell and brought out their problems, habits and ways of life, all fraught with interest. She re-ported a movement on foot to prohibit insulting reference to them as Nerts, and appealed to our nuttiest nature to use the good old chaw method in-stead of the crunch.

The parade for prizes awarded to the nuttiest hats resulted in first prize to Mr. Long (his nut cap and ribbon bow could hardly be seen), then Mrs. Adams with a self-trimmed hat, nut bowl and chopper, hat of candy ribbons, two figures on something or other, Before and After, Pekin pup, shoe, poison oak, pine cones and pheasant—and many, many others. The prizes included a knife for eating peas, soap Mickey Mouse, fly swatter, rattle (Florence Kahn won that!) and other nutty dona-tions.

We endured the Torch Song soloed by Nut Dailey once more, crawled into our shells and rolled home.

We are indebted to Nut Curington for pounding the piano, and to Music Nut Juliet Smith, who heard the Symphony instead, but graciously supplied the programs and song sheets.

Nut Reporter, SHIRLEY RADKE.

OPEN HOUSE

Many "Bridgers" were seriously engaged in im-proving their game for the BIG event soon to take place; and the group of "Jiggers" thrilled when they fitted the final piece into the *Promise of Spring.*

Our president, Bertha Dale, brought greetings from the Chicago convention, also a delicious box of chocolates which gave calorie counters cause to moan and groan, but return for more!

It was delightful to greet several members who do not visit us often, among them being Dr. Freida Kruse, Ethel Maxwell, Callie Bachich, Marion Mor-ris, and Mary Baker; also Z. Clements, who looked refreshed after her vacation.

Hazel Jacoby, pinch-hitting for Allene Schuer-brock, saw to it that a delicious cup o' tea was served at the usual time. We are also indebted to her for the lovely cake which went with it.

Pinch-hitters Amanda Heuermann and Elizabeth Mowder gave the Reception Committee some fine assistance and helped us place securely into place another golden friendship brick.

B. W.

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EVENINGS BY APPOINTMENT

BIRTHDAY PARTY INVITATION

Sister is a big girl now, 'most eight years old. At any rate, she will be eight on August 5, and the club has received a most cordial invitation to attend "a bridge luncheon given by the Women's Traffic Club of San Francisco at Hotel Mark Hopkins, Saturday, August 5, 1933, at 1 p. m. Luncheon, $1.00." Reservations with Mrs. Burlingame, please. Congratulations, Traffic Club; long may you flourish and prosper, so that we may have the pleasure of attending your always delightful parties.

THE CHORAL SECTION

The Choral Section, under the direction of Mrs. Florence Drake LeRoy, is following a program that is proving to be exceptionally interesting. Of course, most of the time is devoted to mastering songs which may be used from time to time at various activities of the club. For the last Thursday in each month, Mrs. LeRoy has outlined a series of talks on the fundamentals of music and the training of the voice. In June, numerous points were explained that are as important to one who sings as the alphabet is to one who reads. In July, this hour was spent in a discussion of what might be termed the anatomy of voice. Mrs. LeRoy knows her subject thoroughly and the Choral is fortunate in having the opportunity to receive the benefit of her wide experience and training.

1919-1933

"Los Angeles, California,
July 11, 1933.

"Mrs. Geline Macdonald Bowman, President
"National Federation, Business and
Professional Women's Clubs,
"Stevens Hotel, Chicago.

"The two Southern California delegates to the 1919 Organization Convention of National Federation of Business and Professional Women's Clubs send greetings and congratulations to the Federation assembled in its second biennial convention. We are proud that we shared in the organization of a body of women whose outlook is forward and whose interest is an ethical application of economic principles for a higher standard of public justice. We are glad to mark this day of a reunited federation with California assuming her full share of the load to educate us all. May the year be one of broader conquests and deeper satisfaction than ever before.

"Lloy Galpin,
"Jane C. Humphreys."

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. 10 AUGUST 12, 1933 No. 32

Weekly Program *Coming Events*

August 14—Book Section, 7:30 P. M.

August 15—Dinner, 6:15 P. M.
Western Women's Building.
POST-CONVENTION DINNER.

August 17—Choral Section, 6:45 P. M.

August 17—Thursday Open House, 8:00 P. M.
Hostesses
Nell Boardman
Ednah Butler Shirley Radke
Laura Gibbel Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

BOOK SECTION

Ve meet again on Monday evening, August 14, 7:30. Fern McGrath will review *Angels and azons*, written by Inez Haynes Irwin. This is l to be the epic of American womanhood by one l qualified to tell the tale of mere woman; the y covers three periods, "1833, Female—1883, ly—1933, Woman", from the time when she was rtgaged from birth to housekeeping and child ring to the present; what she has now won and at remains to be achieved.

louse of Exile, by Nora Waln, will be reviewed Reta W. Marshall, a story of China and its peo- exceedingly well told by a woman who knows subject.

Ve think the Book Section members are fortu- e, indeed, to have Mrs. McGrath and Mrs. Mar- ll cover these two outstanding books for us, and e they will be present with their guests to hear se talks.

t is only fair that a word of praise and appre- ion be said to the members of the Book Section have so graciously reviewed the current books for us during the past six months. At the July meeting Ednah Butler gave a really fine resumé of Stefan Zweig's *Marie Antoinette*. Betty Walton told us, and incidentally did so very well, something of the tale of *Little Man, What Now?* and just why Hans Fallada felt the urge so keenly to write this particular kind of book.

Everyone always thoroughly enjoys Elmina Kelly. We cannot imagine functioning without her gay reviews of all and sundry books of the current month.

The Book Section recently presented the club with copies of *Little Man, What Now?* and *God Lights a Candle.*

GRAYCE DEMPSEY.

CONTRACT BRIDGE CLASSES

The first beginners' class in Contract Bridge will start Wednesday, August 16. There are a few vacancies, so if you have not already registered, do so at once with the undersigned. The advanced classes will not start until after the Tournament is over.

CAROLINE BACHICH.
KEarny 6684.

REMEMBER THE POST-CONVENTION DINNER

On Tuesday evening next, August 15, at 6:15 P. M. *sharp*. Come with your guests and our delegates will give you a vivid talking picture of the Chicago Biennial which will be an inspiration to all members. Our president, Bertha Dale, says the National Convention was a liberal education. Guests who attended the convention as delegates from the State Federation, from the Bay District, and from clubs nearby have been invited to tell us something of the varied and significant programs. Make your reservations early with Mrs. Burlingame, as a large crowd is expected, and please be on time, so that the president may pound the dishpan promptly.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor..... Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
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DIRECTORS

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Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CLUB NOTES

ADAH RUTH TAYLOR

May Riley has returned from a delightful vacation trip to Alaska and tells us that she had the pleasure of enjoying once more the gracious hospitality of B. P. W. Club friends in Vancouver for a week.

Lillie Kuck drove Margaret Lewis and Gladys Smith to San Carlos last Sunday, where they spent a pleasant day with a prospective member, Harriet Livermore, whom we hope to welcome in the club soon. Miss Kuck has been commuting from Redwood City to her office in town during the summer months.

Louise O'Hara has gone to Emerald Lake to spend a week of her vacation as the guest of a friend who has a house there.

Ella Lehr (Ann Welcome of the *Call-Bulletin*), has returned from a month's vacation spent in Honolulu, where she was entertained by the Honolulu B. P. W. The Hospitality Committee went to her steamer when she sailed for home to wish her Aloha and present her with beautiful leis in typical Hawaiian style. We are wondering if the lure of the islands was great enough to cause Miss Lehr to drop her leis overboard as she sailed. If she did so, she will go back some day.

As you read this issue of the BUSINESS WOMAN our first vice-president, Margaret Torreyson, will be on her way to Vancouver, having sailed on the *Santa Elena* for two weeks' vacation. She is accompanied by two friends, who are shipping their automobile so that they can motor to various points of interest ashore.

Susie Peers is entertaining her sister and two nephews from Portland, Oregon.

It is rumored that Marie Judge was married recently to Mr. Shumaker. The club extends best wishes to the bride. 1933 is proving to be high score for weddings in San Francisco Club.

We are also happy to extend best wishes to G trude Rogerman, who was married on July 1 to Boyer. We hope that married life will not prev these members from visiting the club occasiona

Our president, Bertha Dale, attended the Tra Club birthday party with Carolyn Weber, Gertr Tubbs, Lillian Elias, Callie Bachich and Nan L rence. Miss Dale said everyone had a most delig ful time, which is characteristic of Traffic C parties.

Lynn O'Brien has returned from her vacat and is staying with Jessie Scott at 880 Bush Str

BRIDGE TOURNAMENT

With much chatter here and there the first qu fying round of our Tournament was held Fri evening, and everyone had a most enjoyable time

The winners who have been eliminated are: section one, N & S—Mrs. Levison and Miss Re E & W, Miss Morris and Miss Rice. Section tw N & S—Mrs. Bender and Mr. Emberling; E & W Miss Girdner and Miss Marion Morris. Even tho eliminated we hope they will be back again with next week.

Near winners or second place: Section one, N —Mrs. Harrington and Mr. Rogers; E & W—M Lucia Steidel and Mrs. Bailey with Mrs. Ryley Mrs. Graff. Section two, N & S—Hazel Jacoby Mr. Jacoby. E & W—Mrs. Mary Ryley and J. M. Fernald. Better luck next time.

The scores have been posted on the bulletin bo at the club rooms, and Mrs. McCurdy also made analysis of the hands to show what could have b bid and made.

The next qualifying round will be Friday, Aug 11, and everyone is invited to join us again. would like to start as early as possible, so c early, about 7:45.

MEMBERSHIP

The Board of Directors has accepted with reg the resignation of Miss Estelle Kane as chairm of the Membership Committee and confirmed president's appointment of Doctor Adah Ruth T lor as chairman. Doctor Taylor has been work with Miss Kane as a member of the committee s the beginning of the club year, and has assum her added responsibilities with enthusiasm. She asked *The Business Woman* to request from members on behalf of the committee a continuat of the co-operation and support given by every thus far this year, with added emphasis on statement that every member should consider h self a part of this committee. The work of Membership Committee, both in getting new m bers and in showing to those who may be consider resignation for various reasons the present va of their affiliation with a great national organi tion, is vital to the life of the club.

Doctor Taylor urges each of you to give to committee the name of that special friend or fell worker, possibly right in your own office, who will interested in membership. The force and weight organization among business and professio women in a world of rapidly changing social economic conditions such as this in which we are ing and working should appeal more strongly t ever to prospective members. Get your friends sign applications now, or give their names to committee while membership is being made possi to women of small incomes as well as large ones.

CIVIC SECTION

'Out of the chaos of needs and pressures gradu y emerges the outline of an economic state, sane ned and underwritten by the political state, but th a new set of organs. I venture to say that, in e eye of the future, the particular policies adopted ring the crisis will shrink into oblivion compared th the fact that here economic society struggled m confusion into a primitive form of order.''

GEORGE SOULE.

The most outstanding feature today of our new nomic state is the N. I. R. A. It has two sections: public works section and the industry section. annette Doub, Monday night, the 24th, described se two sections of the Recovery Act, telling us of amounts of money the Government is putting o public works, and how 30% of the moneys exded by the communities under this act for labor l materials is a direct gift from the Government hough of course we, as taxpayers, pay this back the national government in the form of re-employnt and relief, corporation, excise, and excess fit taxes). It was also brought to our attention t the city of San Francisco has already made ns for spending $8,045,000.00 under this act. The lustry section was described, with its voluntary d mandatory codes, and the methods of enforcing se. A code was defined as the ''standard of fair mpetition for that industry,'' and its object, the f-regulation of industry and industrial stability. Lenore Underwood, one of our new members, gave a short talk on why the NIRA came into effect d how it might affect us. Some of the causes of employment, she said, were: inventions before we t used to the old methods, orgies of spending dur the war, too much credit, too swift expansion. ter the crash, everyone floundered about. Then ne a man above party, one for all the people, who oked a plan and brought into being the NIRA, th the purpose of giving the workingman money spend. One of its greatest victories is the prohibin of child labor under the textile code. There will no discrimination against women. ''Women have en slipping a bit, in the main have stepped down,'' d Mrs. Underwood, ''and have stood for the cries 'Let out the married woman' and 'Dismiss all men and replace them with men.' '' She suggested t there should be no enactment to prohibit men working after 6:00 p. m.

Margaret Torreyson explained the terms of the nket code which all employers have been asked sign. Miss Torreyson had listened to President osevelt's speech before she came to the meeting d gave us some of the highlights. A motion was de that we go on record as supporting the Presint at this time, which was unanimously carried. . Crockett was instructed to present a motion to at effect at the next business meeting, and ask that advise the National of our action, and request it get in touch with the various states, and urge em to take action at this time, to the end that the ational shall acquaint the President of the united force of the Business and Professional Women's Clubs behind him.

Many questions bearing on the working of N. R. A. were brought up by the members present. Some of them were: Will the shorter week really help? Are there not ways of evading the payment of the minimum wage? How can wages be raised before prices? Interesting discussions took place and we had arguments from the standpoints of both the employer and the employee.

Carolyn Nelson rang the death knell of the Economic Conference and gave some reasons why it had failed. Most important were that no speech given at the conference contained any specific program and that while there were pleas for co-operation, no indication was given of how the nations might co-operate.

LOUISE STIVERS.

ATTENTION, BUSINESS WOMEN!

Lee Simonson, noted painter and designer of stage sets, has an article on dress in June *Harper's Bazaar* which will interest you, particularly the paragraph quoted below. THE BUSINESS WOMAN would like to hear the opinions of some of our members regarding Mr. Simonson's suggestion, and will be glad to publish short articles from you about it. Here is the excerpt:

''There remains the problem of style as it affects the professional woman and the working girl. For them some sort of uniform should be invented and popularized. Where working clothes are worn, they had better be frankly inexpensive and deliberately simple, rather than cheap, hastily simplified copies of dresses originally designed for a totally different purpose. The very monotony and severity of a uniform is flattering to the wearer; where individuality cannot be carefully defined it emerges far more successfully out of frank conformity. The fascination which soldiers, policemen, and hospital nurses exert when in uniform, and can rarely exert out of it, is proverbial.''

Well, girls, what about it?

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EXPRESSION OF CONDOLENCE

The club extends deepest sympathy to our director and advertising manager of THE BUSINESS WOMAN, Margery Shaffer, and her mother, Mrs. Dixson, on the sudden death of her father from a heart attack last week. Mrs. Shaffer has made many staunch friends among the members during the comparatively short time she has been with us. Her work on the staff of THE BUSINESS WOMAN this year during a trying period has been excellent, and is much appreciated.

OPEN HOUSE

Returned vacationists lend color and zest to Thursday evening gatherings. We say color because Jessie McKinney, Edith Floyd, and Nell Boardman all showed rosy evidence of having been kissed by Seattle's sun and are still thrilling over the delightful times they had! Nell was accompanied by her traveling companion from Victoria, B. C., Rosemary Kilgus, of New York, who reported being enticed with our city and said she would like to remain here.

Our genial bridge instructor, Mrs. Jeannette McCurdy, explained to the bridge fans in training for the BIG event, the intricacies of duplicate bridge, as applying to the tournament, and all are looking forward to this affair.

It gave us real pleasure to greet Mrs. McLean, Jean Kerrison's sister; Gladys Smith, a new member, Lillie Kuck, and Margaret Lewis, members we do not often see on Thursdays.

Usually the presence of two white mice in a roomful of women would create panic, but the antics of two presented by Josephine Rudasill to "nit-wit" Walton, trying to corral a small ball, caused only merriment!

Ida Grebinar and Adele Metzner pinch-hitting for Allene Schuerbrock rendered the reception committee some fine help and made it possible to offer the usual cup o'tea. For the bounteous supply of delicious cakes our thanks go to Charlotte McClelland, Rose O'Brien, and Dr. Crete Crockett.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 10 AUGUST 19, 1933 No. 33

Weekly Program *Coming Events*

August 22—Dramatic Section, 7:30 P. M.

August 24—Choral Section, 6:45 P. M.

August 24—Thursday Open House, 8 P. M.

Hostesses

Margaret Bell

Elsie Maclaren **Louise Stivers**

Susie Hicks **Allene Schuerbrock**

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

EQUAL RIGHTS AMENDMENT

Quoting from the July Bulletin of the Business omen's Legislative Council of California, Senator)wnsend (Dela.) who introduced the Equal Rights mendment in this session of Congress, said in part: It has been my observation that women have not ught recognition in political life as a matter of ecial privilege; rather they have asked simply r their rights . . . The provisions of this resolu- on seem to me to involve a matter of delayed stice. I shall hope earnestly for a favorable re- rt from the committee and for favorable action the present Congress.''

Ruth Taunton, speaking for the Business Wo- en's Legislative Council, stated: ''Labor laws in alifornia that apply to women, and not to men, ere the means of bringing organized business omen of my State to endorse the Equal Rights mendment. The California Federation of Business Professional Women's Clubs, with a membership 9,000 women, employed in a wide range of occu- ations, endorsed the amendment at its annual nvention in San Jose. Organized working women of alifornia have consistently opposed and defeated l proposed labor legislation that did not apply 'persons' in the last several years. But we are eary of being compelled to spend time, money, and ergy on an unending stream of discriminatory lls in state legislatures. The Equal Rights Amend- ent is no mere beautiful theory with us, but a im necessity.''

All speakers for the amendment were brief, con- se, and sometimes witty, in presenting their argu- ents. The Senators gave their keen and undivided ttention and asked many questions, showing they ad thought seriously of this matter. After the earing was over, one senator made the statement at the Equal Rights Amendment was inevitable; was entirely a question of educating more women nd getting more state resolutions.

GOOD NEWS

We are happy to pass on to the members the gratifying story told by Rose Mainprice of her daughter's splendid recovery from her recent severe automobile accident. Miss Mainprice is doing very nicely and the deep cuts about the face have left very little scarring. She was severely cut from one ear to the other and over the nose by a telephone wire which fell when her car skidded and struck the pole, breaking it off about ten feet above the ground. She was thrown through the top of her automobile into the air and came down on the wires.

DRAMATIC EVENING

Our last meeting was another full of charm under the guidance of our lovely Mrs. Hackett. Some of us have shown considerable improvement in our manner of presentation—which we are all working for. Our next evening with Mrs. Hackett is going to be a review of what we have done so far. Any members who have been wanting to join our section should take advantage of this review and come the second Tuesday in September.

Rose Bezek has been working with Mrs. Hackett for some time, and she promises something most interesting to everyone in our Dramatic Section. We are going to present a series of ''Studio Plays'', for the entertainment of the members and their friends in our own club rooms. Won't that be fun? If there are some of you that have been timid to get up on a great big stage and ''perform'' for people, but like to act, here is your opportunity to show what you can do. Next Tuesday, August 22, Mrs. Hackett has agreed to review some plays she thinks would be suitable for us to work on. So everyone come. If you want a part you must be there. And if you don't want a part, remember how enjoyable a review of a play will be with Mrs. Hackett officiating.

THELMA MCGUIRE.

AUG 18 1933

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Rae Morrow — Margery E. Shaffer

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House.....Jane W. Smith
Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

DISTINGUISHED GUEST

Miss Elizabeth FitzGerald, who served for two terms as first vice-president of the National Federation, arrived in San Francisco August 5, and attended our post-convention dinner on Tuesday evening. Miss FitzGerald was president of the Salt Lake City B. P. W. Club for two years and also had the honor of conducting federation members on three good-will tours to Europe. She attended the International Convention of Business Women's Clubs held in Vienna.

Miss FitzGerald is very active in social service work in Salt Lake, being a member of the board of the Family Service Society, and in addition to her club and service affiliations is vice-principal of the West High School in Salt Lake.

FIRST REPLY TO MR. SIMONSON

A shy violet who wishes her name withheld sen us the following letter regarding Lee Simonso dictum that business and professional women sho wear uniforms:

"Dear Business Woman: Permit me to pres for your consideration a fantastic and imaginat picture, a vision which might come to one in a dre after reading Mr. Lee Simonson's article on dre Grant Avenue around the noon hour: Hairdresse saleswomen, secretaries, stenographers, attorn (female), soda fountain attendants, tearoom gi all in uniforms of their respective professions a businesses! What a sight! This would bring ab big business for the uniform manufacturers, i would spell finish for the smart dress shops.

"Surely business and professional women sho be allowed the same privilege accorded to their s ters of the leisure and society world, to express th individualities, to enhance whatever charms h been bestowed on them, through becoming colors a attractive lines of up-to-date dresses.

"On the other hand, it has been suggested t the uniform idea might distinguish the tired bu ness woman from the afternoon bridge player a matinee addict, in the minds of men who occu most of the seats in street cars."

Thank you, Contributor! We would like to h from other members on the subject of uniforms.

CLUB NOTES

Adah Ruth Taylor

Ethel Knowlton and her husband left on Tu day, August 15, for a delightful vacation t of three weeks to Washington, Philadelphia, N York and Boston, with a short stop-over en ro home at the Chicago Exposition. While in a around Boston they plan to visit Mr. Knowlto sisters with a side trip to Cape Cod and other poi of historical interest, and from New York will up the Hudson River by boat.

Rose McKenna spoke before a group of club m men at the Wells Fargo, Union Trust Company August 7. Her subject was *Women's Influence Our Economic World,* and the talk is one of a ser aimed at helping women to solve some of the di culties experienced in adjusting their incomes changing conditions.

Judge Theresa Meikle was guest speaker at luncheon group of Western Women's Club memb last week on *Strange Cases.* Your reporter has hea many fine comments on our member's talk and h gracious charm. Judge Meikle also spoke bef James Lick Jr. High School P. T. A. on Tuesd afternoon in the school auditorium.

Elaine West, the attractive president of Stockt Club, spent last week in San Francisco, and was h house guest of our president for several days.

Margaret Bell spent several days last week on t Russian River.

Hazel Ramon and her mother spent the week-e visiting friends in Stockton.

Anne Attridge, our capable secretary's sister, h returned from a three weeks' vacation to Alas Miss Attridge had an exciting trip on the steam *H. F. Alexander,* which we hear went on the ro en route.

Miss Clements drove to Monterey last week-e to visit friends in the peninsula city.

Lenore Underwood has gone fishing. Remem her last fish stories?

CONTRACT BRIDGE TOURNAMENT

The second qualifying round of the Tournament as played last Friday evening, and we want to ngratulate the following winners:

Section One, N & S—Mrs. H. E. Harper and Mrs. F. Griffith. E & W—Miss Elizabeth Adams and rs. Lucia Steidel. Section Two, N & S—Mrs. artha Harrington and Mr. Mack Rogers. E & W—rs. Edna Opp and Miss Sally Michels.

Near winners or second place; Section 1, N & S—. Josephine Fernald and Mrs. Mary Wyley. E & —Ruth Shaw and Roberta Stadell. Section 2, & S—Mrs. R. Van Schmeling and Mrs. H. Thomp-n. E & W—Mrs. W. H. Stewart and Mrs. F. W. iffith.

Everyone seemed to be quite professional in this ind; there was no nervousness and the playing ogressed rapidly. If you were one of the lucky es to qualify, come again for the practice before e finals; if you did not qualify, you still have two re chances.

The next round will be Friday, August 18, at 7:45 m. Come one, come all, as there are still some kets available.

EXERCISE

Exercise is as necessary for adults as for children. e worries of adult life divert the mind and there a tendency to avoid activity. The processes of ult life need outside stimulation.

Hunting, rowing, swimming, and walking are fine r adults. Gymnastic exercise should give pleasure. ithout interest exercise is drudgery.

Golf is excellent for the mentally jaded business man. The walking and swinging of the arms are physical stimuli in golf. The interest in the game the mental incentive.

Exercise frequently relieves digestive disturb-ces. Faulty posture can be corrected by exercise. er-exercise persisted in brings on heart and ar-ial troubles. Adults with weak hearts should have refully graded exercise.

Over-work and over-exercise are synonymous. Be-re! The tendency to obesity of adult life can be ercome by exercise. Exercise of the right sort ilds up and rounds out the body. A healthy body ually contains a healthy mind. Exercise will keep th fit. If you want to get a run for your money ke a hiking trip.

It is better to be lost in the wilderness than lost doubt. Exercise will help you solve a problem in ich doubt is a factor. The "daily dozen" move-nts are worth more than a dozen daily dollars.

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Lay open your mind to the radiance and beauty of nature. Study her marvels and see in every little detail a duplicate of your own life and existence. She will teach you a lesson no human can teach. Apply her principles to yourself. Adopt her laws in mind, spirit and body and you will take on her beauty and best of all be happy as your existence takes on a new warm glow of an understanding of life.

—*Exchange.*

FOR YOUR ROSTER

We extend a hearty welcome to the following new members:

Mrs. Geraldine Bowell
2701 Van Ness Ave.—ORdway 0866
Williams Health System for Women
OR dway 7287
Managing Director
Western Women's Club Building

Mrs. Florence P. Kahn
2712 Webster St.—FI llmore 4429
House of Representatives
Washington, D. C.
Congresswoman

Miss Naomi Hammond
1950 Sacramento St.—OR dway 2709
Randolph V. Whiting
1020 Monadnock Bldg.—GA rfield 4748
Attorney

Miss Vivian Yarbrough
2200 Pacific Ave.—WE st 1251
Theodore P. Strong Co.
58 Sutter St.—DO uglas 5336
Secretary

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Diamonds set
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KIRCHE, KINDER UND KUCHEN

Here we are, apparently, back to the Kaiser's slogan: "Chancellor Hitler of Germany recently announced his six-point program for overcoming unemployment in his country. The exact words of his pronouncement regarding women are: 'The transfer of women wage earners into domestic science and the furthering of marriages (San Francisco Club claims, at least this year, that WE DO OUR PART) . . . the employment field is to be relieved of women, who, at the same time in accordance with the national socialist program, are to be led back into their domain, namely, the family and the household.'" (Oh, yeah? Whose?) "It seems the women themselves have nothing to say about it. There is a branch of the Open Door International in Germany working for the economic emancipation of the woman worker; perhaps they will have something to say and do about the matter."—*(From July Bulletin, B. W. Legis. Council of Calif.).*

THE STRONG BOX

Build for yourself a strong box—
Fashion each part with care;
When it's strong as your hands can make it,
Put all your troubles there!

Hide all thoughts of your failures
And each bitter cup that you quaff;
Lock all your heartaches within it,
Then sit on the lid and laugh!

Tell no one its contents,
Never its secrets share;
When you've dropped in your care and worry
Keep them forever there.

Hide them from sight so completely
That the world will never dream half,
Fasten the strong box securely,
Then sit on the lid and laugh!

—*Shop Craft Bulletin.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 10 AUGUST 26, 1933 No. 34

RECEIVED ACADEMY OF SCIENCES

Weekly Program *Coming Events*

August 28—Civic Section, 7:30 P. M.

August 31—Choral Section, 6:45 P. M.

August 31—Thursday Open House, 8:00 P. M.

Hostesses

Jessie McKinney

Lucile Cordrey — Rose Haas

Minna Brown — Allene Schuerbrock

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

CONTRACT LESSONS

We are organizing another class for beginners, nd there are four vacancies. This will be the last ass for beginners this fall, unless there are places o fill in. Price is $2.00 for six lessons. Send your pplications to

Caroline Bachich.
517 Hobart Building,
KEarny 6684.

VISITOR FROM NEVADA

We were happy to have as our guest last Tuesday vening Miss Alice McAndrews, past state president f Nevada B. & P. W. Federation. Miss McAndrews rganized and was president of the Reno Club for ve years, is now the club's publicity chairman and as its delegate to the recent national convention. esides being an insurance broker, Miss McAndrews working with a hundred men on the reorganiza- on of the banks which have been closed in that ate. Miss McAndrews has had some interesting xperiences; she spent several years in Alaska, here she worked as a newspaper woman, miner, nd merchant. She made several fortunes in the ukon country and lost as many. Miss McAndrews one of the most ardent of feminists, having participated in many suffrage activities over the years; she considers women just coming into their own. She was the only woman delegate from Nevada to the National Democratic Convention and is well satisfied that women will receive fair representation in governmental affairs.

CLUB GUESTS ON TUESDAY EVENING

Among our guests last Tuesday night were: Miss Annie Woodall, past state president of the League and second vice-president of the National B. & P. W. C. during 1928-29; Miss Elizabeth Fitzgerald of Salt Lake City; Katherine Reedy of Alameda, guest of Louise Jolly; Bernice Wall and Martha Pankow, guests of Nan Lawrence; Dorothy Caddy, guest of Lillie Brewington; Fay Rinehart, guest of Dr. Josephine Frisbie; Elsie Oughton, guest of Netta Jones; Rose-Mary Kobes, guest of Johanna Heim; Gertrude Kelly and Hazel King, guests of Adah R. Taylor; Mrs. Ralph Jones, sister of Isabelle E. Banz; Mrs. Garrison Castor and daughter Betty, sister and niece, respectively, of Lydia Floan, and Dorothy and Adele Mitchell, guests of Louise Buck. It seemed nice to see our member, Cecelia Spade, Louise Stivers' sister, at the program dinner. Mrs. Spade does not come to many club meetings.

KEEP THIS DATE, AUGUST 28

The Civic Section has a scoop for their next meeting. Monday, the 28th. MRS. FLORENCE P. KAHN, Congresswoman, and a recent addition to our club, is to talk to us that evening on recent happenings in Washington. We are proud to have Mrs. Kahn consent to talk to us and know that she will have many things of interest to tell us about the recent session of Congress. Let us all turn out that night and make the meeting one that will be worthy of our speaker. Members are also urged to be ready to take part in the discussions which will follow and to ask questions. Discussions will be led by Ida Lord, Jeannette Doub, Bertha Pierce, Carolyn Nelson, Letitia Farber, and Ednah Butler.

The Business Woman

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
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DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

A LOVELY TRIBUTE

At Christmas time in 1930, our club, through its Christmas Cheer and Remembering Funds, made a lovely gift to its club member, Gertrude Mowder. The two hundred dollars were given with all of the love of the club members back of it, given freely and gladly, for Gertrude was a favorite with old members and new.

Since then Gertrude has gone beyond our earthly vision. And her sister, Elizabeth, has become one of us. On the eighth of August the following letter was received.

"Ida M. Reed,
Chairman Remembering Fund.

"Dear Miss Reed: August 11th will be Gertrude's birthday anniversary, and in her memory I wish to do the one thing I know would have best pleased her and which she had planned to do had she been spared, and that is to repay the club the money it so generously advanced to help defray the expenses we were so unexpectedly called upon to meet at the time she was first taken ill.

"Words cannot express how much we appreciated the gift and the spirit in which it was tendered, and I am glad to be able to return the amount—two hundred dollars—at this time and know it will be used to help other worthy members of our club, as the need may arise.

"Sincerely yours,
"Elizabeth Mowder."

This is indeed a worthy tribute to a sister and our club from a sister and a member!

The Christmas Cheer and the Remembering Fund Committees honor Elizabeth Mowder and extend to her the heartfelt thanks of the entire club membership.

I. M. R.

POST-CONVENTION DINNER

Now we know from our own misrepresentat Frances Raymond, that national conventions not all work and seriousness, and that it is enti possible, blessed with the fine gift of wit and hu that is Mrs. Raymond's own, to have a most delig ful time in between and after dignified sessions the delegates. We echoed the wish of our presid Bertha Dale, who presided so charmingly over large meeting on Tuesday evening, that we mi all have been present in Chicago. This meeting add to our plans during the next two years, to end that we may all go to the Biennial in Seat which seems so much nearer.

The speakers, beginning with our own deleg Z. Clements, talked of the lunches, dinners, business sessions of the convention in chronolog order. Miss Clements gave a short and most in esting account of the staff dinner, presided by Dr. Lowther Peters. The subject discussed the panel plan of four speakers was "Has the E nomic Crisis Moved Women Forward and if so, w is the best contribution women leaders can m to the movement?

Miss Clements also told of the Authors' D ner, which was one of the most enjoyable at convention. Marjorie Shuler was chairman and troduced three famous authors, who spoke on Use of Leisure: Catharine Oglesby, Frances Parl son Keyes and Mary Sinon.

Lucile Hewitt, past president of Alameda C speaking for Mabel Dye, vice-president of the District, and Bertha Moblad, president of the meda Club, issued a most cordial invitation to club members to attend the Bay District meet on August 27. Miss Hewitt convinced us of importance of this meeting, and the particular be fit to chairmen of committees and officers of cl to be gained by listening in at round tables contributing valuable aid to others through change of knowledge gained in conducting vari club activities.

Miss Hewitt then told us of the meeting at wh Mrs. Josephine Bacon was chairman, and the t on Modern Methods of Personnel Management gi by our president. We were proud and happy to told by Miss Hewitt that Miss Dale had dis guished herself and brought glory to her through this fine speech. Anne Leidendecker, tional program chairman, also gave a splendid thought-provoking talk at this meeting.

Miss Grace Patty, president of the Berkeley C spoke briefly on the pleasure and privilege of tendance at the national convention, followed Maude Empey, our state first vice-president, gave an interesting talk on some of the outstand personalities she had the joy of meeting en r and during her stay in Chicago.

To be continued.

DR. SUSAN HARRIS HAMILTO
OSTEOPATHIC PHYSICIAN
291 Geary Street San Francis
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Residence, EV ergreen 7742

WHO'S WHO

By Dr. Phillis Bourne

ou know those fascinating metal stickers we at Christmas time, and those clever metal labels o many tempting bottles which we see in most he stores? Well, the other day I went down to to our member, Miss Carolyn Nelson, to dis- r how they are made and how she happens to e them.

er parents came over here as Danish immi- its and settled in South Dakota when towns people were few and far between. Later they ed to Washington and here Carolyn was born typical homesteader's log cabin. When she two years old they moved to San Francisco. completing high school she went with Gantner lattern Co. and was with this firm for six and half years as forelady. She then went to Mun- s to prepare herself to be a good stenographer.

ut Miss Nelson tells me that because she was a stenographer and the firm of McCann-Erick- & Co., advertising agencies, with whom she for seventeen years, put her to doing other gs and so she advanced to be production man- , which position she held for ten years. In , when she resigned, I know it was with regret they said good-by and with genuine affection they gave her the beautiful diamond ring which wears.

iss Nelson now became a partner with Mr. 'oy in the making of these unique labels. They made of thin aluminum foil colored either gold lver, which has been pasted on gum label paper. embossing and the colors are done in one opera- by a machine. Mr. McCoy pioneered this work ie West and Miss Nelson's firm is the only one ts kind west of the Mississippi. You really ld go down and see how they are made and t Carolyn Nelson, who to my mind typifies what erica stands for in the way of opportunities to e who are willing to work.

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CONTRACT BRIDGE TOURNAMENT

The winners for the third qualifying round are: Section One, N & S, Mrs. H. E. Thompson and Mrs. Ruby Van Schmeling; E & W, Miss Ida Reed and Miss Emma Gries. Section Two, N & S, Mrs. Hazel Jacoby and Mr. W. H. Jacoby; E & W, Mrs. C. W. Davis and Mrs. E. M. Comstock.

Second place, Section One, N & S, Miss J. Pitts and Mrs. E. M. Turner; E & W were tied by Mrs. H. B. Scott and Miss Mildred Diggs, with Mrs. Caroline Weber and Mrs. Gertrude Tubbs. Section Two, N & S, Mrs. Lucia Steidel and Miss Elizabeth Adams; E & W, Miss Anna Timmons and Miss Lillian McCurdy.

This evening's play was very gratifying; everyone was in a very business-like mood, and the playing was smooth and in most cases quickly played. It was interesting to note, however, the lack of slam bidding. Out of twenty-three slams made, only one small slam was bid and made. This was in Section Two, hand Eleven, N & S, Mrs. Martha Harrington and Mrs. Ruth Shaw bid six hearts and made it. Congratulations, and we hope to see more slams bid next week.

Next Friday, August 25, is the last qualifying round, and we want the sections filled, so get your tickets and bring your friends, as there are a number of tickets yet to be sold. You will note some of those who made low scores previously are now qualifying, so don't get discouraged; come and try again —you may be the next lucky couple.

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CLUB NOTES

ADAH RUTH TAYLOR

Gladys Smith was entertained at dinner last Thursday in celebration of her birthday by a group of her business friends and associates.

Miss Isabelle E. Banz has her sister, Mrs. Ralph Jones, and sons, visiting her from Phoenix, Arizona.

Nell Boardman has returned from an exciting vacation to Seattle and Victoria. Nell made the trip on the *H. F. Alexander* and she was one of the few who got out fully dressed when the boat went on the rocks about 5 o'clock in the morning.

Ruth Shaw has planned to spend the week-end and Labor Day in Yosemite Valley.

Sarah Ann Magill will have Dr. Rae Morrow's mother as her guest at her Feather River cabin over the week-end and Labor Day.

After checking the bridge score last week, Mrs. Jeannette McCurdy left San Francisco at 3 o'clock in the morning and drove to Tahoe to get her son, who is recuperating from an illness.

Daisy Prechtel celebrated her birthday last Sunday with nine of her friends. A visit to Neptune Beach and then to Hotel Lake Merritt, where they enjoyed dinner on the enclosed porch overlooking the lake, brought to a close a perfect day.

We are sorry to hear that Mrs. Minnie Getz is ill. She was taken to St. Joseph's Hospital on August 12 and was operated upon the next morning. We wish her a speedy recovery.

Another member, Elizabeth Mowder, was taken to St. Luke's Hospital for an operation and we wish her a speedy recovery.

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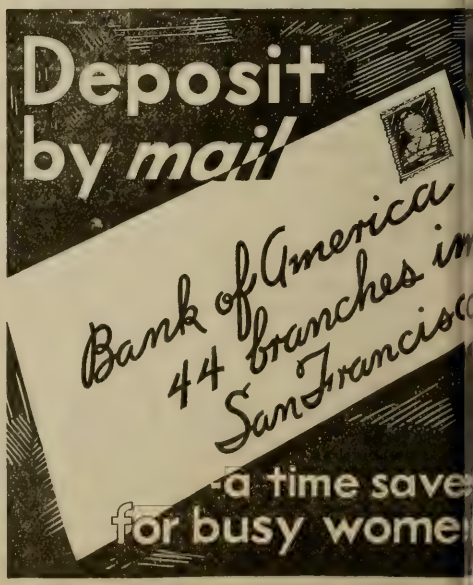

The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 SEPTEMBER 2, 1933 No. 2

RECEIVED ACADEMY OF SCIENCES

Weekly Program *Coming Events*

September 5—Dinner, 6:15 P. M.—Western Women's Building.
Business Meeting.

September 7—Choral Section, 6:45 P. M.

September 7—Thursday Open House, 8 P. M.

Hostesses
Margery E. Shaffer
Rose Bezek — Lucy Thompson
Allene Schuerbrock — Margaret Brandt
Edith Clark

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

CONTRACT BRIDGE TOURNAMENT

The winners for the last qualifying round are: ection One, N & S, Miss M. Irwin and Mrs. C. ell; E & W, Miss Jeannette Doub and Miss Ada Clure. Section Two, N & S, Miss Ida J. Lord Miss Lydia Johnson; E & W, Mrs. Ruth Shaw Miss Hazel Ramon. Congratulations.

econd Place: Section One, N & S, Dr. Crete ckett and Mrs. Amanda Heuerman tied with Miss en White and Miss Vivian Yarborough; E & W, s. H. E. Thompson and Mrs. Ruby Von Schmel- Section Two, N & S, Mrs. Lulu Spencer and s Kate Flohr; E & W, Miss A. C. Timmons and ian McCurdy.

The average of slams bid and made this week much better. There were ten slams made, three but only one bid and made. This was in Sec- One, Hand 7, by E & W, Mrs. H. E. Thompson Mrs. Ruby Von Schmeling. We congratulate successful couple and praise those who made attempt.

Those who will play in the finals are: Mrs. Ann ison and Miss Reed; Mrs. H. E. Harper and s. H. F. Griffith; Miss Marian Morris and Miss rgaret Girdner; Miss Morris and Miss Rice; Mrs. nder and Mr. Emberling; Miss Elizabeth Adams Mrs. Lucia Steidel; Mrs. Martha Harrington Mr. Mack Rogers; Mrs. Edna Opp and Miss ly Michels; Mrs. H. E. Thompson and Mrs. by Von Schmeling; Miss Ida Reed and Miss ma Gries; Mrs. Hazel Jacoby and Mr. W. H. oby; Mrs. C. W. Davis and Mrs. E. M. Com- k; Miss M. Irwin and Mrs. C. Schell; Miss Jean- te Doub and Miss Ada McClure; Miss Ida J. d and Miss Lydia Johnson; Mrs. Ruth Shaw and s Hazel Ramon. We are glad to see such a good centage of our own members qualify, and we e they will be carrying off the prizes, which are: st, $20; second, $10; third and fourth, $5 each.

Director Jeannette McCurdy feels that this has been a very satisfactory tournament, and that it has created an enthusiasm for duplicate bridge, as well as given some of the newer players more confidence in their game. We have heard several echoes from participants that they have or are going to buy duplicate boards and play duplicate at home. This is really a true test of skill and we hope that each and every one, whether winners or not, have enjoyed as well as derived some benefit from the experience. We also want to thank you all for your splendid co-operation in helping us to put this tournament over.

ROSTER CHANGES

The following changes were received too late for the new roster, so clip this and make the correction when you receive your copy:

Edith Ellis, 16 Laguna St., MArket 0977.

Elizabeth Mowder, 55 Hermann St.

Gertrude Rogerman (Mrs. Chas. Boyer), 1521 Third Ave., Oakland.

Josephine Rudasill, 2649 Van Ness Ave.

Carolyn Weber, new office phone MArket 2489.

Clotilde Grunsky, new office address, 833 Market St.

IN MEMORIAM

We regret to report the death of one of our popular members, Minnie Getz, which occurred Sunday night, August 27, after a severe illness. Mrs. Getz has been a member of the club for a number of years, and will be greatly missed by her friends.

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CLUB NOTES

ADAH RUTH TAYLOR

Marion Morris doubled up on her work last week and got off to Yosemite for Saturday, Sunday and Monday.

Mary Powers motored to Tahoe last week with friends who are spending the summer at the lake, and spent four days there, with a trip to Reno.

We enjoyed having two members at our Thursday open house whom we do not see often—Frances Ipsen and Lydia Floan.

We know you will be interested to hear of the marriage of Hazeldean Mitchell on August 24, in Sacramento, where she will make her home. The Club wishes this charming girl many happy years of married life; we are more than sorry to lose her.

Marie Crandall has returned from a very delightful vacation trip through the Panama Canal.

Dr. Josephine Frisbie, her husband and daughter, Joan, spent several days recently in the Santa Cruz mountains.

Our president, Bertha Dale, drove to Stockton on Saturday, attending the horse show. She had the pleasure of watching Stockton Club's energetic young president, Elaine West, and her mount, "Vitality," in an exciting exhibition of jumping at the show.

Hazel Jacoby has returned from a delightful motor trip of 900 miles up the Redwood Highway with her son, Francis, and afterward played golf for two or three days on the Monterey Peninsula.

Pearl Smith is back from an auto trip to Crater Lake, which she enjoyed with her sister, Miss Hula Smith, from Los Angeles, who is spending the summer with her.

Did we say this year was setting a high mark in weddings? Your Reporter has heard of still another, but has not been able to check on the bride as yet. However, we promise to keep extremely busy and hope to have the story soon.

POST-CONVENTION DINNER

Rose McKenna spoke on the Public Relati luncheon, planned for 900, and which was atte by 1500. Mrs. McKenna was particularly impre by the talk of Judge Florence Allen, and qu some of it with telling effect: That the past formances of women's clubs have been good; the results achieved have been gratifying, but not do for the future, in which there should less talking and eating, and more action. We not be content with what we have gained, nor we lose anything we have gained, but we must r out further for security of life and work and rewards of labor, health, and education, and pro tion against war and crime, not for ourselves a but for all mankind. The means to these ends intelligent, loyal, courageous and unified actio the part of men and women to induce governm to undertake programs designed for human welf to urge that we have the courage to insist that people we put in office uphold the principles which we stand as a unified group.

Our own little Lydia Floan, a free lance repo from the San Francisco Club, and who we k enjoyed wholeheartedly every minute of the vention, told us of the big convention dinner Thursday night, THE social affair of the con tion, attended by 2700 women in lovely eve gowns. Lydia told us of the beautiful ball in which the dinner was held, the gorgeous fl decorations, and the generally impressive specta nor did she fail to mention the quite human ap of delicious food promptly and efficiently ser Dr. Mary Bartelme and Miss Jessamine Hoag spoke, followed by Margaret Culkin Banning, brilliant author, who was speaker of the evening.

Louise Jolly, state chairman of education, appropriately assigned by our president to tell of the resolutions and recommendations made the convention. These are so important to forw looking club members, and space in THE BUSIN WOMAN so limited, that your reporter hopes e reader will turn to pages 273 and 288 of the cur number of *The Independent Woman* and read t the views of these women, your leaders, on the topics of a planned national economy, labor, un ployment insurance, taxation, banking and inv ments, international relations, education, vocati guidance, participation in politics, and discrim tions. Miss Jolly brought to us a real and vital m sage, and a program calling for action on the of every club and every individual.

The meeting closed with the entertaining witty account of atmosphere as experienced by state delegate, Frances Raymond, which was t oughly enjoyed by everyone present, and prove fitting close to an evening of inspiration and newed zeal to carry on.

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BAY DISTRICT MEETING

ast Sunday twenty-five members of the Club, ded by our president, Bertha Dale, joined with others, representing the Clubs in the Bay Dis- t, in a most stimulating and delightful all-day t at the Hotel Alameda. The hostess Club, un- the gracious leadership of President Bertha lad, had planned a delicious lunch, a fine musical gram, and a list of speakers headed by Dr. rence May Morse, national second vice-president, ch caused this quarterly to be outstanding among District gatherings.

Round table discussions under the leadership of rict chairmen were held during the morning, at luncheon the chairmen reported briefly what- of value had been presented. Reports were le by Health Chairman Elaine West, Finance irman Ethel Johnstone; State Education Chair- n Louise Jolly, International Relations Chairman h Comfort Mitchell, Publicity Chairman Ger- le Tubbs with Magazine Chairman Ethel Hen- kson, Membership and Emblem Chairman Pa- ia Calhoun with Della Whitaker.

ther round tables were held by Public Relations irman Mabel Tennant, Program Chairman Lu- Hewett, Legislation Chairman Byrd Wilson. er a brief interval for visiting, President Mable gson held a business session, followed by speak- on the National Convention. The talks, excep- ally interesting ones, were given by Frances mond, Annie Woodall, Z. Clements, Grace Patty, ise Jolly and Maude Empey. Our president, in short time at her disposal, gave the highlights ier talk at the Biennial on Personnel and Man- ment. It was obvious to her interested listeners why she made a distinct success with her Chi- o audience, women from every state in the on. We are extremely proud of our president, glad that she could represent us in so distin- shed a manner before these brilliant leaders of National.

ack of space prevents giving any sort of outline he very fine talk on "Conquest" of Dr. Florence se. Let us hope that some time in the near ire San Francisco Club may be hostess to Dr. se, that we may have the pleasure of hearing in our own circle.

President Gregson is to be congratulated on hav- such fine help as is furnished by the hostess bs and committee chairmen at these district meet- s. The members who do not attend are missing e than they realize.

SPECIAL ATTENTION, DRAMATIC SECTION

Everyone is requested to be on hand at our next meeting night—IMPORTANT.

The last meeting of the Dramatic Section was enjoyably spent in reading over various plays, to study their adaptability for our use in presenting the series of studio plays planned for this fall's work of the Dramatic Section members. Some of the plays met with favor by the members, and Rose Bezek is selecting others to present to us for our final decision.

Our president, Bertha Dale, joined our meeting and expressed herself as being very glad to learn that the Dramatic Section had found some medium of expression of the work that has been done during the past year, inasmuch as the theater party is taking the place of our regular dramatic evening in the Community Theater.

Our next meeting in September is with Mrs. Hackett, at which time we are to have a review of what she has given us to work upon to date. Those members who have been absent, or those Club members who have desired to join our group, but thought they would be entering in the middle of the sectional work, have an opportunity of joining us now, and getting a full knowledge of what has gone before.

We had with us at our last meeting as a visitor Marie Wilkening. Welcome to our circle, Marie, and we hope you will become a permanent member. Allene Schuerbrock attended our previous meeting and we had hoped to see her again.

Don't forget the second Tuesday in September, the 12th.

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THE CHORAL PICNICS

The Choral Section had its BIG DAY on Sunday last. Fifteen of the members wandered off in the early hours for Larkspur—they wanted a long day—and it was just the day for picnics! "Grebbie" met us and introduced us to her "shack," which is a snug little cottage, off the road, where you enjoy life as you will; Grebbie's door breathes hospitality and freedom. Our choral leader was co-hostess, and how royally we were entertained! We hiked (?) through the tree-covered lanes, we discovered unusual flowers, we pictured our own little shack—some day. And our Elsie Maclaren was the picture-bug—she shot us at every turn. Ah— then the eats. Well, you know our member, Jack Long—he is "Exhibit A" of the Food Code. How folks can eat in the Great Outdoors! And everybody—'cept me—seems a sun-worshiper—so they all basked. There were stunts, and songs, and stories—and, of course—a cup-la card-hounds! Can you picture Mae and Jack cavorting in a Cake Walk—and was it well-done—a right rich brown! Our Florence LeRoy gave us romance in song—and we serenaded a new blushing bride in the neighborhood! We had a snappy banjoist, who gave ginger to all the old songs we chorused. The day flew and ere we knew it again WE ET! Twilight found us wishing for a longer day—it had been so PERFECT.

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I personally show correct Fashions and sell them intelligently.
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 10 SEPTEMBER 9, 1933 No. 36

Weekly Program

Coming Events

September 11—Book Section, 7:30 P. M.

September 12—Dramatic Section, 7:30 P. M.

September 14—Choral Section, 6:45 P. M.

September 14—No Thursday Open House.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ORTHERN DISTRICT CONFERENCE

As you know, if you were present in Alameda August 27, the Bay District voted to join with Northern District for this conference on Oc- ber 7 and 8. There will be no meeting of the y District during September.

Club friends are cordially invited by the Marin unty Club as hostess to attend the third sum- r conference of the Northern District at the nporium Country Club on October 7 and 8. turday afternoon at 3, a caravan trip; dinner 7:30.

Next morning, breakfast round-table discussion oups at 7:30, with a general meeting to follow. en a trip to San Quentin, with luncheon at the untry club at 12:45. Rates, $3.25 for dinner, ging, breakfast, luncheon and registration. Ac- mmodations at the country club are limited, so you are planning to go, make your reservations ly. The deadline with Mrs. Burlingame is Sat- day, September 30.

The Northern District will have exclusive use the country club for the two days of the con- ence—individual or group cottages, tennis rts, tiled outdoor swimming tank, gardens, trees d pools.

PROGRAM DINNER, SEPTEMBER 19

Many of you will want to hear the unusual discussion we are planning for September 19. Two of the liveliest and best known of our members, Dr. Frieda Kruse and Judge Theresa Meikle, are the speakers. They make a grand team. Between them they will handle effectively the medical and legal aspects of insanity. We have some queer laws in this state and it is well we should know a few of the facts. Save the date on your calendar—September 19.

E. S. A.

MRS. KAHN TALKS

"Madam Chairman and — fellow club members." Over eighty members, gathered at the Civic Section meeting August 28 to listen to Florence P. Kahn, applauded and rejoiced that now she is "one of ours." Her address was a short one, explaining the workings of the N. R. A. Afterward for an hour we fired questions at her, which she answered wisely and well in her own charming manner. The Civic Section is proud that the first address Mrs. Kahn has made to the club since she became a member was to our group, and we thank her for the evening of enjoyment and instruction she gave us.

NOTICE — IMPORTANT

From September 12 to 19, inclusive, the club rooms will be closed for painting and renovating. There will be no open house on the evening of September 14. For September 21 the Hostess-Reception Chairman, Betty Walton, is planning something rather special which she calls a Post-Vacation Gathering. Come prepared to tell about the most interesting thing which happened on your vacation.

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CLUB NOTES

ADAH RUTH TAYLOR

Margery Shaffer has enrolled at the College of Chiropody for the three-year course.

Sylvia Kempton is entertaining her sister from Tacoma, Washington.

Daisy Prechtel left last Saturday for a three weeks' vacation. Mrs. Prechtel will drive to Victoria, B. C., where she will visit old friends, and en route will stop at several other places.

Allene Schuerbrock has flown to Columbus, Ohio, to visit friends, her first trip to Ohio in twenty-four years. On her return she will stop off at Chicago and Milwaukee.

Charlotte McClelland spent the week-end holiday in Santa Cruz.

Dr. Hamilton and her husband were in Ukiah for the week-end.

Susie Peers went to Colfax to visit her brother over the week-end. Anne Joseph spent the holiday in Fresno with relatives.

Bertha Pierce, Elise Brahe and Viola Hawke were among those who spent the holiday in Carmel and Monterey.

Belle McDonald has moved to 2450 Jackson Street, same phone number.

Etta Graff spent last week at Tahoe.

Our President, Bertha Dale, drove to the mountains for the week-end holiday.

Anna Reidy has returned from a trip to Camp Mather.

Clotilde Grunsky has a new office phone, DOuglas 4915.

If you are forty or thereabout go to the club and get *Life Begins at Forty*, by Walter Pitkin. *Little Man What Now*, by Hans Fallada is another new book we have added to our shelves.

SUGGESTION OF MISS HEWETT

At the Bay District meeting in Alameda August 27, Lucile Hewett, program chairman the district, made a suggestion which dese the consideration of heads and boards of dire of individual clubs. This was for a club con chairman in each organization, whose partic duty would be to visit as many other group the district as possible during the club year. M presidents try to visit the clubs near her on occasion of special functions, or, if she does go in person, she has one of her vice-presid represent her. However, Miss Hewett's ide just a little different, and it seems to THE B NESS WOMAN a fine one, as it would inevitably to closer friendships, greater understanding, quicker decisions when unified action in dis or federation is needed for our protection or vancement.

THE DRAMATIC CLASS

"All work and no play makes Jack a dull bo
This adage we learned while at school,
If this suits your fancy, why not join our class,
Where playing and work is the rule?

Our class is dramatic, to miss it you'll rue;
No movie e'er held all the fun
That crowds in our hour; there's laughter and zes
Too fast, we find, moments run.

Each one feels a thrill as she forms into line,
A story we seek to unfold;
With pantomime, grace, and gestures, in rhyme,
"The House That Jack Built," is soon told.

We whirl and we bend and our arms sweep the
How graceful we feel—you can guess,
Our bones ofttimes creaking, when low is the bo
"Finale"—we seek to express.

We hob-nob with Shakespeare, his lines memoriz
Our lessons, we know them by heart.
We stand to recite—what's wrong with our mi
The poems so quickly depart.

O, hail to Mrs. Hackett! To our rescue she flies
So tactful you scarce note the slip.
We give her all credit, our work and our play
Combined in a loved fellowship.

—CORNELIA F.

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THANKS

We wish to thank all those loyal Club mem-
rs who helped us in this tournament, setting up
bles, rearranging furniture, passing ice water,
., and most of all for their thoughtfulness in
inging delicious sandwiches, fruit, sweets and
ffee for our midnight suppers. These were thor-
ghly enjoyed and appreciated, and made the
ening like a picnic rather than work. Many,
ny thanks again.

JEANNETTE, MARY AND CALLIE.

CONTRACT BRIDGE TOURNAMENT

Of course everyone knows long ere this who won
e tournament finals, but we are happy to tell
u again.

First prize, $20—Mrs. Edna Opp and Miss Sally
chaels.

Second prize, $10—Mrs. Ruth Shaw and Miss
zel Ramon.

Third prize, $5—Mrs. C. G. Schell and Miss M.
Irwin.

Fourth prize, $5—Miss Elizabeth Adams and
s. Lucia Steidel.

Fifth prize, $5—Mrs. Hazel Jacoby and Mr.
H. Jacoby.

As thirty hands were played, it was a long ses-
n, finishing at almost 12 o'clock. While the
ying was serious and everyone played to win,
ere was a good bit of jolly, whispered chatter
tween hands, which made the party appear fes-
e. (Some of the players stayed and played un-
the scores were finished—nearly 3 o'clock.)

Slam bidding is getting better and better. Out
twelve slams made, four were bid and made.
nd 9, E & W, Mrs. Hazel Jacoby and W. H.
coby, also E & W, Mrs. Harriet Reed and Mrs.
n Levison, bid and made six hearts. Hand 21,
& W, Mrs. Henry Bender and Mr. Howard
nberling, also E & W, Miss Sally Michaels and
s. Edna Opp, bid and made six spades.

Mrs. Jeannette McCurdy and her assistants
sh to thank each and every one who took part
this tournament for their hearty cooperation in
lping us to put it over. We hope that you en-
yed it as much as we did.

BOOK SECTION

At the Book Section meeting on September 11, Clara Brown will review for us *The Snows of Helicon,* by H. M. Tomlinson, a story of the old, old conflict between the spirit of beauty and man's urge for power. Nell Boardman will tell us something of the book *One More Spring,* by Robert Nathan. A gentle satire, light, and to say the least, entertaining; beneath its gaiety lies an appreciation of the faiths by which we live.

GRAYCE DEMPSEY.

The Book Section met on Monday evening, August 14, and a large number of our members, attracted by the fine program, attended. Louise Stivers told us some amusing anecdotes about the authors who have visited San Francisco recently.

We listened in rapt attention as Reta W. Marshall told us the fascinating story of *The House of Exile,* by Nora Waln, which portrays the life of a well-to-do Chinese family.

Elmina Kelly gave us some delightful glimpses into the latest fiction, and recommended to us *As the Earth Turns,* by Gladys Hasty Carroll; *Man of Two Worlds,* by Ainsworth Morgan; *Tallyrand,* by Cooper; *People Worth Talking About,* by Cosmo Hamilton, and *Short Story Hits of 1932,* edited by Thomas Uzzell.

Fern McGrath gave us a really fine review of *Angels and Amazons,* by Inez Haynes Irwin, who was chosen by the National Council of Women to write this story of what American women have accomplished in the last hundred years. As we listened to her, we realized how deeply we are indebted to the courageous women of the past and how much we may achieve if we will "carry on."

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WORDS OF APPRECIATION

The bridge tournament is over. Already the question has been asked as to when we shall have another. Enthusiasm seemed to gain impetus as the qualifying rounds were played. Last Friday night—the final night of play—showed that the winners were playing these last games with business-like precision and they seemed to be enjoying the competition. In another place in the bulletin will be found the names of the winners and the scores.

As chairman of the tournament committee, I wish to express my appreciation to all members of the club and the committees which so graciously and ably cooperated in making a success of the tournament; not only those who entered, but to the members who sold tickets; to the House Committee, which helped move furniture in and out of the club rooms and straightened the rooms afterward; to the Reception Committee, which stood by to lend aid; and in particular to Belle Banz, who was on hand each night to pass out water and clean up the debris; to Jene Bishop, Madelon Saxon, Jean Kerrison, Myra Green, for their aid, and to Jane Smith, Elsie Maclaren, Betty Walton, Hazel Dominick and Rae Morrow, who furnished the midnight lunches for Mrs. McCurdy, Mary Baker and Callie Bachich, working till the wee small hours to get out the scores; to Rae Morrow again for acting in the absence of the chairman while she vacationed; to Mary Baker not only for her able assistance to Mrs. McCurdy but for her splendid cooperation in handling the sale of tickets and finances; to Callie Bachich for her enthusiasm in selling tickets, helping Mrs. McCurdy in scoring, and for the publicity which she wrote during the entire time of the tournament; and lastly to Jeannette McCurdy, whose vision started the ball rolling for this tournament and whose optimism and efficiency carried it through so successfully. When a chairman has such aides she can go away vacationing and know things will be carried on even better than if she were here.

She thanks you one and all. M. T.

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All conveniences. Very reasonable.

References exchanged.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 SEPTEMBER 16, 1933 No. 37

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Weekly Program

September 19—Dinner, 6:15 P. M.
Western Women's Building.
Subject: Medical and Legal Aspects of Insanity.
Speakers: Dr. Frieda L. Kruse, Judge Theresa Meikle.

September 21—Choral Section, 6:45 P. M.

September 21—Thursday Open House, 8 P. M.

Hostesses

Margaret Bell	Allene Schuerbrock
Elsie Maclaren	Louise Stivers
Susie Hicks	Maude McLaughlin

Coming Events

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

FALL CONFERENCE, ALTURAS

On September 23 and 24 a fall conference of bs composing the Northern District of the State deration will be held at Alturas. The program not been received as THE BUSINESS WOMAN es to press, but advance publicity promises many ractions for visitors to the conference, such as historic wonderland of ice caves and the lava country, trout fishing in mountain streams and r hunting, stone images in natural rock depict- Indian legends, etc. Frances Raymond has been ited to speak on the Chicago Convention.

OPEN HOUSE

Several guests and prospective new members led zest to our Thursday evening gathering and hope they enjoyed us as much as we did them will decide to join us soon.

They included Mrs. Irene Kelly, guest of Phœbe Wramp; Katherine Bernard, guest of Martha rke, charming member transferred from San s Obispo Club. It was also delightful to greet ttie Smith, member we do not see often, and her st, Emma Sahrenkrog.

The bridge tournament just concluded seems to e stimulated interest in bridge and there were ne apparently quite serious sessions, although the ticipants report it was great fun.

Alice Kennedy, pinch-hitting for Allene Schuerck, made it possible for the reception committee offer their usual delicious cup o' tea, and we are ebted to Margaret Brandt for the "yum-yum" e which went with it, and to Rae Morrow for delicious nuts. Thank you, one and all.

Note on your calendars that Thursday, Septem- 21, will be Post-Vacation evening, and at tea- e we are going to ask members who have oyed delightful vacations to share with us some the highlights! Hope you can come. B. W.

SEP 15 1933

PROGRAM DINNER

Tuesday, September 19

SUBJECT: Some of the medical and legal aspects of insanity.

SPEAKERS: Dr. Frieda Kruse, Judge Theresa Meikle.

You won't often get a chance to hear the subject of our program discussed as illuminatingly and effectively as it will be on Tuesday evening. Dr. Kruse has a singularly happy way of making clear to the lay mind the most important phases of insanity as it touches our lives. Judge Meikle, in her inimitable and delightful way, gives us not only the legal aspects of insanity, but shows us the actual workings of the law. Her illustrations are from her own experiences, thrilling, tragic, humorous as she sees fit to tell them.

As a club we should be proud of a program with speakers of such caliber from among our membership. These women make a rare team. Behind all their fun lies a serious purpose to make us understand the curious laws now effective in controlling the insane. They want us to become enlightened to the point of giving intelligent support to any proposed legislation affecting this phase of life.

Send in your reservation in plenty of time. The hostesses all appreciate the splendid co-operation of the members in this respect. Early reservations make it possible to handle our big crowds comfortably. You must own up that the dinners are getting better and better all the time. That is partly due to advance reservations.

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THE TEN-YEAR OBJECTIVE

"During the next decade the National Federation of Business and Professional Women's Clubs, Inc., should fit itself to assume real leadership in thinking on economic problems and their social implications, with a view toward helping in the establishment, through scientific methods, of conditions which assure to women, and to men as well, the fullest possible opportunity, and reward, for the development of whatever capacities they may possess."

That Ten-Year Objective was adopted two years ago at the Richmond biennial convention, when our political leaders were still prophesying that prosperity was "just around the corner." But our Federation leaders felt otherwise, believing conditions demanded that women give some of their time and intelligence to the cause of social well-being and economic justice. They believed that women have a definite mission and place in helping to lead the world into the new order which is to evolve from the old system of laissez faire (absolutely uncontrolled commercial and industrial competition). However, women cannot take this place without training along economic lines; they cannot become leaders without scientific knowledge of economic problems and national and international political affairs. There should be general education of women to the end that they will be able to judge whether plans submitted to them by those in power are economically sound, and to insist that their legislators pass laws to the advantage of the entire social body.

Therefore, the Objective implies, first, study of economic problems, especially as they affect human values.

Second, the Objective implies that as soon as we have mastered the necessary facts which fit us to become leaders, we act on these facts. The key-

note of the convention in Chicago and of our ow Bay District Conference in Alameda, August 2 was that after two years of study, the time ha come when women's leadership should begin manifest itself in the conquest of the politic and industrial machine, as Dr. Morse said Alameda.

The conditions in the establishment of whi we are to take leadership have been the subje of much research and discussion. They involv control of the machine; a general distribution vital necessities, eliminating the need for cha ity; expansion of health service to meet the nee of everyone; adequate educational facilities; an a planned economic life in which each may fin a place to contribute his talents and develop h capacities.

What has the National Federation done? La of space prevents a full account of its activitie As a result of research, it has issued two survey *Earnings of Women* and *Occupational Interes and Personality Requirements of the Employe Woman.* There is a bulletin of *Unemployme Causes from the International Standpoint* broug out at the International Convention in Vienna, 193 It is about to issue a survey of the *Age Factor the Employment of the Business and Professio Woman,* and is at work on one concerning discri inations based on sex. The National Federati has a standing Research Committee working wi and through the different state organizations, well as with other national groups in gatheri data on questions of importance to the welfare women.

In regard to leadership, the National has tak a definite stand on discriminations against wom in business and the professions. In this conn tion read paragraph 4, page 282, August *Ind pendent Woman.* In the same issue read the re lution on labor, a copy of which was sent to Pre dent Roosevelt. The National endorses unemplo ment insurance; federal control of banks; red tion of armaments and entrance of the Unit States into the World Court; training of bo men and women for diplomatic service. It h always been active in fostering the movement international peace.

What does the National ask of the individu clubs in line with the Objective? That they esta lish study groups in economics. (Our Civic Se tion's monthly programs are planned in acco with the Objective.) The National has indicat subjects for profitable study by the clubs and h suggested material and methods. The *Independe Woman* at various times has printed study outli and bibliographies which are available to any me ber. Attention may be directed toward local qu tions. What community laws are unscientific unsound? What facts are to be had concerni local situations? What definite part can busin and professional women take in shaping plans community betterment? These are some questi the National has suggested for our attention, w the implication that, having found the answ we ACT upon them.

The National Federation does not intend th we shall enter into partisanships. It is a n partisan, non-sectarian organization. The bro policies it outlines are distinctly questions of p lic concern. Women of all parties may safely d cuss and act upon such issues as discriminati

inst married women and the older woman in iness; poor housing conditions; a minimum ge; lowering of educational standards; disarma- nt and peace.

Most of us have been affected in some way by menace of unemployment. Should not these ds, therefore, from Mrs. Bowman's Chicago ress on the Ten-Year Objective, sound as a le call to us? "Much of our work . . . has been he nature of charity, blindly administered. As bandage has been dropped from our eyes, we e seen that charity is largely responsible for continuation of poverty and that only *reform the social order* can eradicate the causes of ress. We are willing at last, I am convinced, give up the pleasurable task of dispensing soup, and sandwiches and to assist men and women to port themselves. We are applauding a national cy which substitutes work relief for direct re- , and I hope in our communities we shall in- upon the establishment of a plan which will ke possible the substitution of work for able- ied persons in place of charity, lest we create auper class such as has menaced many Euro- n countries. In this connection, moreover, we uld urge upon our national, state and local ncies the importance of including women in the k relief programs, which in many instances e been directed only to unemployed men."

s it worthwhile for this club to participate in Ten-Year Objective? Will it be of benefit and antage to its members to inform themselves of rent social and economic trends, to fit them- es by study for that leadership the Objective icates? If we are all prosperous, if we are nomically secure, if we are suffering from no riminations on account of sex, if we are so ated that neither this nor any future economic is can touch us or our loved ones, and if we so complacent that we cannot hear nor be hed by the voices of those others who are ering "beneath the lash of circumstance," n perhaps we need not and will not give any ntion to this Objective. If we are not so sit- ed and complacent, however, surely we must see necessity for woman's participation in the pro- ion of human welfare and the making of a tter business world." This earth on which live has grown so small that today we must of every person, "This is my brother," or his is my sister," and demand for him or her same measure of security and protection that we wish for ourselves. Our business and profes- sional training has taught us the value of educa- tion before embarking on any course and the neces- sity of unified action in the accomplishment of anything worthwhile.

We cannot let all the burden fall on the Na- tional. The Federation is strong as its member clubs are strong. We may, it is true, argue that we can do this work in other organizations. But is there one better equipped than our club with which we may work? Is there any other which so well serves the cause of the business and pro- fessional woman? In our own city, is there any other group which has all its meetings at times when the business woman can attend?

We are the largest club in the largest State Federation. We wish to lead in more than num- bers. Let us unite to support not only the activi- ties we now conduct in line with the national program, but also to keep ourselves alert to recog- nize and eager to carry out every constructive work that is ours. Cannot other great ideas "come out of the West" and cannot the B. P. W. C. of San Francisco show the nation that it knows how and acts on that knowledge?

Members, here lie your challenge and your op- portunity.

LOUISE STIVERS.

MARGARET CHUNG

We were surely thrilled to find a splendid write- up of Doctor Margaret Chung in a leading place in the current (September) *Independent Woman*, with an exceptionally fine photograph. We hope you all will read it and expand with pride (just a little) that our members rate the columns of our national magazine. But may THE BUSINESS WOMAN ven- ture to protest in a low and gentle voice that we would have enjoyed the article much more had Miss Zoe Battu mentioned the rather important fact, to us, of the long membership of Doctor Chung in the San Francisco Club?

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EVENINGS BY APPOINTMENT

CLUB NOTES

ADAH RUTH TAYLOR

Walda Rowcroft is vacationing around Seattle, Vancouver and Victoria. Mrs. Rowcroft writes that she is having a wonderful time.

Rose Bezek is having several delightful days in beautiful Yosemite Valley.

We are happy to pass on the good news that Elizabeth Mowder is in Alameda with her sister and doing well. The Thursday Nighters have missed Elizabeth and will be glad to have her with them again.

Dora Floyd is ill with pneumonia at her home in Redwood City.

Clotilde Grunsky spent last week in Los Angeles.

Clara Saunders is in Europe; we hear that she is due home some time in November.

The club extends deepest sympathy to Lucy Thompson and her family on the death of her brother.

Frances Raymond and Louise O'Hara are leaving next Tuesday for a two weeks' trip. They are driving up to Crater Lake, Klamath Falls, Grants Pass, Grass Valley, and will be in Alturas September 23 and 24 for the Northern District fall conference of the California Federation of Business and Professional Women's Clubs.

Our president, Bertha Dale, and Frances Raymond were guest speakers at the Stockton Club on Thursday evening, September 14.

Elsie A. Miller, our member who moved with her office to Los Angeles some time since, and was editor of the Bulletin of the Los Angeles Club last year, is serving as publicity chairman on this year's board. We are in receipt of a nice letter from Miss Miller, in which she says pleasant things about THE BUSINESS WOMAN. We are so glad she has retained her membership in the local club, and hope that she will be north for a visit soon.

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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 SEPTEMBER 23, 1933 No. 38

CALIFORNIA ACADEMY OF SCIENCES LIBRARY OCT 3 - 1933 RECEIVED SEP 29

Weekly Program

Coming Events

September 25—Civic Section, 7:30 P. M.

September 28—Choral Section, 6:45 P. M.

September 28—Thursday Open House, 8 P. M.

Hostesses

Jessie McKinney

Lucile Cordrey **Allene Schuerbrock**

Meta Jones **Minna Brown**

Madelon Saxon

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45. At Club Rooms.**

CHORAL SECTION

The Choral enjoyed an excellent rehearsal under leadership of Florence LeRoy, at Grebbie's rtment on Thursday evening.

Lovely refreshments were served—Grebbie knows r. And how we enjoyed a huge homespun cake t by charming Mrs. Maclaren, all frosted with panut, which would make Mt. Shasta bow her jestic head.

Our capable Mrs. LeRoy devotes one choral meet- a month to proper breathing, articulation, enun- ion, anatomy of the respiratory tract; in fact, rything which helps to give us health and good aking and singing voices—essentials in our busi- s lives.

COME AND JOIN US, SING AND BE PPY—HAPPINESS IS PROSPERITY.

J. R.

CIVIC SECTION

The NRA has nothing to do with the sales tax. at the next meeting of the Civic Section, Mon- September 25, forty-five minutes will be given panel discussion of this tax, which is taking all pennies, and the following forty-five minutes a up will report on the progress of the NRA.

Miss Clements brought the idea of the panel dis- ion back with her from Chicago, where it was l effectively, and she has consented to lead this and show us how it is done. Charlotte McClel- l and Lynn O'Brien are to give arguments for, Ida Reed and Grayce Dempsey against, the tax. etitia Farber, Ednah Butler, and Jeannette b have been looking into the matter of sweat- conditions in San Francisco and what the NRA oing to abolish them, and will report their find- s. How the NRA is affecting some industries will given as follows: Ida Lord, textiles; Sylvia Kempton, canneries; Gertrude Eckhoff, stores and offices; Ida Grebinar, women's apparel; Louise Stivers, oil. Bertha Pierce and Carolyn Nelson will present the employers' point of view and show some of the difficulties in the path of the NRA.

L. S.

DRAMATIC SECTION

The last meeting of the Dramatic Section falling in clean-up week of the club rooms, Mrs. Hackett invited us to meet in her studio, where a most enjoyable evening was spent. Everyone participated, and Mrs. Hackett was very pleased with the improvement made by every member. It is really surprising what we have accomplished in the short time Mrs. Hackett has had us under her wing, especially considering that all the girls are employed. But Mrs. Hackett makes the work so interesting that each one gives a certain amount of time to this study.

We were glad to have several visitors with us, and hope to have them join us permanently in the future: Miss Lynn O'Brien, Miss Naomi Hammond, and Mrs. Bertha Brown and her mother, Mrs. K. Wagner.

The next meeting, to be held on Tuesday evening, September 26, will be in our club rooms as usual. Mrs. Hackett will be with us to select the characters for our annual performance. All members of the Dramatic Section wishing to take part in the plays must be in attendance at this meeting. If you don't wish to participate, come to the meeting just the same, as it promises to be interesting.

Mrs. Hackett will meet with the Dramatic Section the second Tuesday of each month during rehearsals, as at present, general rehearsals to take place on the fourth Tuesday, at which time only Dramatic Section members will be present. New members still have the opportunity of benefiting from our study work with Mrs. Hackett. THELMA MCGUIRE.

The Business Woman

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San Francisco *Telephone, Prospect 8347*
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Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

REMEMBER OCTOBER 7 AND 8

The Northern District is meeting at the Emporium Country Club for two delightful days, and the Bay District will join with Northern, holding no meeting in September. Reservations are limited at the country club for lodging, so make them early with Mrs. Burlingame if you plan to attend. An interesting and varied program has been planned by Marin County, the hostess club, and other attractions are individual or group cottages, tennis courts, tiled outdoor swimming tank, gardens, trees and pools at the country club.

BUSINESS WOMEN'S LEGISLATIVE COUNCIL

The September bulletin of the Council has several items of interest for every business and professional woman. THE BUSINESS WOMAN welcomes the opportunity of passing them on to the members of the club:

Dr. Park, of Bryn Mawr, spoke as follows to the freshman class of 1932: "If your generation can make public office a dignified and rewarding profession (as law and medicine now attract persons of intelligence and integrity) you will have put the country back into form, the only form in which a republic can act."

Geline MacDonald Bowman, president of the National Federation B. P. W. Clubs, telegraphed President Roosevelt as follows:

"We enlist your interest in seeing that the codes assure equal pay for equal work and equal opportunity for equal ability, regardless of sex."

This unequivocal stand taken by the leaders of 60,000 working women carries a great influence!

Iowa housewives ask for this code: A day from 7 A. M. to 7:30 P. M. with four hours off in afternoon; $14 per week housekeeping money; Saturday afternoon and Sunday off. Speed the day when this may come about!

The Industrial Welfare Commission of California has issued a general order that "the state minimum wage will provide greater salaries than that required for women and minors under the NRA. Experienced employees in offices shall receive a minimum of $16 per week for an eight-hour six-day week.

"Inexperienced women over 18 must be paid a minimum of $12 for the first three months, $14 for the next three and not less than $16 per week thereafter. Only one-third of the women employed in an office may be listed as apprentices.

"Each firm must keep a record of its payroll under threat of prosecution for a misdemeanor."

Here we have a conflict between state and national minimum wage rates and hours of labor that is going to work another hardship on women. The business firm is going to pay a woman $16 per week when he can get a young man to work for less. We will see more and more women lose their jobs because the state will not allow them to accept the minimum wage fixed by the national codes.

Or, the firms will make use of the apprentices' clause, dismissing new employees every six months and taking on more.

And to think that *women* in charge of the Industrial Welfare Commission should be so short-sighted as to fix rules that (if enforced) will work a hardship on the very employees they seek to protect!

And all because they do not recognize a fundamental fact in industry—that the same rules must be applied alike to workers of both sexes if they are to endure.

Last month we asked: "Has our Industrial Welfare Commission outlived its usefulness?" This month we feel compelled to say "Yes."

The new steel code (now adopted) states "there shall be no discrimination against employees on account of race, sex or creed."

But at least ten other codes discriminate against women, fixing lower minimum wages for them than for men. These industries are silk and rayon, dyeing and printing, bedding, paint, varnish, mayonnaise and wheat flour milling.

The National Woman's Party is represented at code hearings whenever discriminations are contemplated and speaks forcefully against this injustice, bringing before the men just how unfair this practice is.

A representative said recently: "None of the codes proposes that women be charged lower prices for beds, rayon, mayonnaise or flour."

The great majority of women have to earn their living or help support others at some time during their lifetime, either before marriage, during marriage or in case of divorce or widowhood. No woman knows what moment she may be forced out to earn her way. Thus our laws and codes governing industry should be as fair and just to women as to men. We have never asked for any advantage over men in industry—just equality.

WINTER READING

Now that autumn days are shortening and long winter evenings will soon be upon us, there will be more time for reading than in summer, when we are too anxious to spend our leisure in the open. Following is a short list with comments recently recommended by the *Saturday Review of Literature*, which may be of help in selecting entertaining and worthwhile books:

The Martyr, by Liam O'Flaherty, a novel of the Irish Civil War.

Fifty Poets, edited by William Rose Benêt, an anthology of contemporary American poets.

No Time Like the Present, by Storm Jameson, an autobiography which is excellent anti-war propaganda.

Hostages to Fortune, by Elizabeth Cambridge, a day-by-day life of a middle-class English family.

Quaker Militant, by Albert Mordell, a biography of John Greenleaf Whittier.

All Men Are Enemies, by Richard Aldington, a novel depicting the post-war demoralization of Paris.

Congo Solo, by Emily Hahn, experiences at a medical post in the Congo.

These are but a few of the titles which the *Saturday Review* selects for its readers. If the members are interested, further lists can be given in THE BUSINESS WOMAN.

Some books not-so-new, but in many instances are deserving of time and shelf-room, are listed by the *Review* as follows:

The Good Companions, by J. B. Priestley, the tale of a traveling theatrical company.

Shadows on the Rock, by Willa Cather, an historical novel of Quebec.

(And we would add *Obscure Destinies* — grand books, both, by our finest American woman novelist.)

Lolly Willowes, by Sylvia Townsend Warner, a charming fantasy.

A Planned Society, by George Soulé, a program for the regulation of capitalistic enterprise.

Orange Valley, by Howard Baker, a glowing novel of the California fruit country.

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CLUB NOTES

ADAH RUTH TAYLOR

Ida Reed, Jean Doub, Clotilde Grunsky, and Callie Bachich spent a few enjoyable days at Echo Lake recently.

Daisy Dennery is now connected with the New York Life Insurance Company. Good luck, Daisy! We wish you all success in your new venture. Business women are coming to appreciate more and more each year the importance of annuities and endowments in these uncertain times.

We had a card from the girls in Chicago. Bert Stalder, Gertrude Tubbs, Allene Schuerbrock, and Haidee Pohlman, president of San Mateo Club, are holding a conference all their own at Hotel Stevens.

We hear Polly Hatch spent her vacation taking an automobile trip up the Redwood Highway and points further north. We never see Polly any more; we really think she should come in some Thursday night and get acquainted.

Elizabeth Mowder is convalescing rapidly at her sister's, 1815 Elm Street, Alameda, and will be with us shortly.

Grace Stoermer, Research chairman of the State Federation, came into the club rooms while on a business trip, and wished to be remembered to her friends in the club.

Eva Smith Hackett is a mother-in-law! Mrs. Hackett's daughter was married last Saturday evening at the Palace Hotel, and we hear the wedding was a very beautiful one.

We were happy to have Madge Radelfinger at the business meeting. Madge's young son keeps her occupied now, although she assures us he is the grandest baby; never keeps his mother awake nights, nor causes her unnecessary trouble and worry. Just as a club baby should behave, in other words.

After Fern McGrath's excellent review of *Angels and Amazons*, by Inez Haynes Irwin, the Book Section added this fine book to our library, also *Twenty Years A-Growing*, by Maurice O'Sullivan.

A visitor from the Ogden, Utah, Club during the past week was Miss Annza T. Grossman. Miss Grossman will have to return and visit us when we are not all messed up with painters.

Lilian Elias writes an enthusiastic letter from Los Angeles about the delightful vacation she is spending in the south. Lilian attended a dinner meeting of the Los Angeles Club, and was introduced by Florence Galentine, the president, to the members present and gave them the greetings of the San Francisco Club. Dr. Florence May Morse was speaker of the evening.

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A NEW EARTH

At the close of Miss Marion M. McClench's annual address at the national convention held in Richmond, Virginia, two years ago, Miss McClench quoted the very lovely lines of John Oxenham, which follow. It was in the course of this speech that Miss McClench first advanced the goal of the Ten-Year Objective, as worked out by a group of the executive staff at headquarters, and particularly Miss Winifred Willson, associate editor of *The Independent Woman*. Many of our members may not be familiar with the poem, so we are glad to reprint it in THE BUSINESS WOMAN:

God grant us wisdom in these coming days,
And eyes unsealed, that we clear visions see
Of that new world that He would have us build,
To Life's ennoblement and His high ministry.

To pledge our souls to noble, loftier life,
To win the world to His fair sanctities,
To bind the nations in a pact of peace,
And free the Soul of Life for finer loyalties.

Not since Christ died upon His lonely cross
Has Time such prospect held of Life's new birth;
Not since the world of Chaos first was born
Has man so clearly visaged hope of a new earth.

Not of our own might can we hope to rise
Above the ruts and soilures of the past,
But, with His help who did the earth first build,
With hearts courageous we may fairer build this last.

Oh, for the life of a hat in Kay's Penthouse! To sit on a rack and have all the smartest women in town gaze upon one in rapture! She makes 'em right on your head for as low as $5 . . . Felts . . . velvets . . . fabrics . . . adorable! And remodels for $3.00 (Blue Eagle price!).
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. 10 SEPTEMBER 30, 1933 No. 39

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Weekly Program — *Coming Events*

October 3—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.

October 5—Choral Section, 6:45 P. M.

October 5—Thursday Open House, 8:00 P. M.

Hostesses
Bessie Kibbe
Edith Floyd — Rose Haas
Hazel Jacoby — Allene Schuerbrock
Frances Egan

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays. 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday. 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

SPECIAL NOTICE

CLUB THEATER PARTY

Arrangements have been made for Monday evening, October 9
Alcazar Theater

CHARLOTTE GREENWOOD

in

"THE LATE CHRISTOPHER BEAN"

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EQUALITY IN EDUCATION

In the course of a eulogy delivered at the funeral of his wife in Denver recently, Dr. D. J. H. Ward, eminent scientist, denounced "society and an educational system which spends millions annually trying to inform average and moron minds while neglecting supernormal youths." Dr. Ward said further: "Harvard, my own Alma Mater, is an example of such conscienceless waste. It shuts its doors to brilliant girls while welcoming all sorts of rich morons to its arms." He told how Harvard had refused to accept his wife as a student and declared he had waited twenty-eight years "to avenge the frustrations and defeats by an educational system of what should have been a splendid life."

Dr. Ward closed his strange eulogy by "demanding for women the same educational opportunities as provided for men." He urged that "no university be allowed to close its doors on any person because of sex, and that the millions spent to educate youth that's incapable of receiving an education, and on rich morons, shall cease."

(*Associated Press.*)

CHORAL CONTEMPLATES CHRISTM CANTATA

The year has rolled around and again we are ginning to think about the music we love best, Christmas music. We are to have something cially pleasing this year, BUT we want more vo We believe that there are many of you who wan sing with us but just delay joining. Why don't start this week? If you like to sing, that's all is necessary. We'd like to have you help us. we are sure you'll like it as much as we all do.

E. I

EMPORIUM COUNTRY CLUB OCTOBER 7 AND 8

Once more the attention of the members is ca to the fact that there will be no September mee of the Bay District other than the joint one with Northern District to be held on the above date the Emporium Country Club just above Lansdal Marin County. A number from our club alre have made reservations with Mrs. Burlingame, as space is somewhat limited and you wish to all night, do not delay giving your name to her. rate is $3.25 for dinner, lodging, breakfast, lu and registration.

The Marin County Club, under the presidency Miss Dorothy Bittner, will act as hostess, and have received a most cordial invitation to be pres Round table discussions will be held and other tractions are tennis courts, tiled outdoor swimm tank, gardens, trees and pools.

PORTS AND PLACES ON THURSDA EVENING

Chairman Betty Walton chose post-vacation the theme of Open House, September 21. A l number were present on the occasion, which ope with a group of songs by Florence Drake Lel accompanied by Merle Curington.

A recent letter to Miss Walton from Mrs. Mi Pinger enclosed a remembrance to be used for freshments, it being a year since she left to spe with relatives in Ohio. Her letter also sent a m sage of good luck to all of us, to which this is response,—wishing her abundance of happiness, many thanks for the generous gift.

Reading Mrs. Pinger's letter as a prelude, listened to the varied experiences of our memb travels this year. Each was an episode worthy separate story, but this space being limited, necessary to abbreviate. We thoroughly enjo hearing from Sara Ann Magill, Mary Bear, Josi ine Rudasill; our president, Bertha Dale, and first vice-president, Margaret Torreyson; Marg Bell, Bertha Pierce, Pearl Smith, Leora Butler, M Green, Margaret Lewis, Phœbe Wramp, Al Schuerbrock. The travelers circled North Ame when you conside that collectively they were at Feather River Canyon, Dayton, the Russian Ri the Exposition at Chicago (many of them); V couver, Victoria, Seattle, Yosemite Valley, St. La Crater Lake, Donner Lake, Los Angeles, Washi ton, D. C., Fredericksburg, Kenmore, Monticello, Blue Ridge Mountains, Paraiso Springs, the Pan Canal, Cuba, New York, Montreal and Que Jasper Park, Prince Rupert; by plane to Ohio, Alaska, which was the choice of

ANOTHER TRAVELER

PROGRAM DINNER

t the dinner meeting of September 19 we had pleasure of hearing two of our own members, tor Krusé and Judge Meikle, present the medical legal aspects of insanity. Obviously, neither ld cover the subject so thoroughly as she would e liked, because of the limited time at their dis-al, but the large group who came to hear these fine speakers felt more than repaid, and every-seemed intensely interested.

t was brought out that the present manner of ting these mentally sick people as criminals is t unjust and should be changed by changing the s as they are now. It was suggested that one of fine humanitarian things that women's clubs in eral could and should promote is a law securing these unfortunate people proper medical super-on with a period of observation, instead of ar-ng them and locking them behind bars in the e manner as thieves and murderers are handled. uch a law is now being sponsored by Mr. Glenn yers. It is up to our club to do its part. We nk these very able women for enlightening us giving us a very interesting evening.

M. C. B.

BOOK SECTION MEETING
OCTOBER 11, 1933
Wednesday Evening at 7:30

he chairman of the Book Section, Grayce Demp-, announces: Doctor Harriet Ward will review *Way of All Women,* written by M. Esther rding.

he theme, the psychology of woman, an analysis her relation to other women, work, marriage and . We should all get something worth while out such a book. Dr. Ward is particularly qualified give this review since she personally knows the hor, and some of the reasons why this book hap-ed to be written.

ecilia Spade is to give a talk on the novel, *thony Adverse,* by Hervey Allen. Romance and enture to the tune of 1200 pages.

da Lord is going to tell us her reaction to the ent lecture given by Clara Clemens Gabrilowitsch, daughter of Samuel L. Clemens (Mark Twain).

lmira Kelly will report on current fiction.

lease note, the meeting is the night of October 1933, Wednesday, at 7:30.

t the meeting on September 11, Nell Boardman l us the fascinating story of *One More Spring,* Robert Nathan, in which the author shows us reaction of different types of people to the dships they have been forced to undergo during depression.

lara Brown gave us a splendid review of Tom-son's *Snows of Helicon,* a plea for more spiritual ught, in which the author tells us that man has len power from the gods but has failed to bring h it the clue to its right use; that he has substi-ed force for all other values; that we need to give phasis to more important things; and that if we change man's thought, we can change the world. Among the new books, Elmina Kelly recommended us *The Farm,* by Louis Bromfield; *Entertaining Islanders,* by Struthers Burt; *The Master of na,* by Mazo de la Roche; *Twenty Years A'Grow-,* by Maurice O'Sullivan.

EDNAH M. BUTLER.

POSITION WANTED

for one of our "Remembering Fund" girls. She has just graduated from Munson's and Miss Juliet Smith gives her a good recommendation as to character, personality, and ability to handle a "light" job. If you know of such a job, kindly notify Juliet Smith or Ida Reed.

CLUB NOTES

ADAH RUTH TAYLOR

Miss Dorothy Donahue, former president of Salinas Business and Professional Women's Club, stopped off in San Francisco on her way to vacation in Victoria, B. C. Miss Donahue shook hands with our president, Bertha J. Dale, interrupted Z. Clements' ticket selling to greet her and had lunch with Ida Reed.

Rose McKenna spoke before the Marin County Club at their Tuesday meeting held in the Tamalpais High School. Mrs. McKenna's subject was *Woman's Economic Security.*

Hazeldean Mitchell Snedden is at home in Sacramento; her address, 2608 T Street, where she will welcome her friends.

The club extends deepest sympathy to Ida Grebinar on the death of her aunt.

Bertha Stalder and Gertrude Tubbs celebrated Admission Day in Chicago by dining with Haidee Pohlman, president of San Mateo Club, in the exotic atmosphere of the Edgewater Beach Hotel.

Members of the Civic Section have gone highbrow on us. At the suggestion of our charming hostess, Betty Walton, a group composed of Lenore Underwood, Ednah Butler, Lynn O'Brien, Louise Stivers, Grayce Dempsey and Betty are reading Bellamy's *Looking Backward* aloud. We shall expect a review of it at the next meeting of the Book Section, girls.

Gladys Smith and Margaret Lewis spent a delightful week-end at Mount Hermon and Paraiso Springs recently.

It was a pleasure to see so many members whom we do not see often at our Tuesday program dinner. Among them were Marie McDonald Jensen with guests, Mrs. Shirley Kemp, Sarah Grant of San Diego. We also saw Miss Juliet Smith, Clara Sharpe and their guest, Mrs. D. A. Swanberg. Leola Good had as her guest Mrs. Chauncey McGovern, who is soon to be a member; Miss Leone Robertson and Miss M. Minnich, guests of Adah Ruth Taylor, also prospective members. Rose McKenna brought a guest, Katherine Costigan. We welcomed Doctor Harriet Ward to her first meeting since joining the club.

Tillie Sunshine (Matilda Juliet Schimpf) has a new phone number, TUxedo 0938.

Post cards received from Frances Raymond and Louise O'Hara tell us that they are having a wonderful motor trip through Northern California. We expect to hear glowing reports of Louise's public appearances as a dancer with her team-mate, the accordion player, on her return.

Louise Stivers has moved into a new apartment at 653 Sutter Street and may be called through FRanklin 1558.

Rose O'Brien motored to Los Angeles on a business and pleasure trip recently. While in the southern city, Mrs. O'Brien visited her son, looked over the new styles being shown there, and played golf in San Diego at Hotel Del Coronado. We hear that Rose is quite good at the game, having played on the links of various country clubs throughout the state.

RECOMMENDED READING

The following is a supplemental list of books recommended by the *Saturday Review of Literature* for your winter reading. These are current publications, some of them just off the press:

Peacemaking, by Harold Nicholson. Personal reminiscences of the Paris Peace Conference.

Mandoa, Mandoa, by Winifred Holtby. A satire on the latter-day empire builders. (African.)

Watching the World Go By. By Willis J. Abbott. Recollections of a veteran journalist.

The Journal of Gamaliel Bradford. Diaries kept over many years by a lover of literature.

On Reading Shakespeare. By Logan Pearsall Smith. An interpretation for the general reader. (This is hardly enough, as anything by Pearsall Smith is an event and sure to be more than worth reading.)

Wonder Hero. By J. B. Priestley. A tale of journalism.

The Farm. By Louis Bromfield. A segment of the American background.

Presenting Lily Mars. By Booth Tarkington. In which Mr. Tarkington returns to the theater.

The Crime of Cuba. By Carleton Beals. An exposition of one side of the Cuban question.

An American Omnibus. Edited by Carl Van Doren. An entertaining collection of fiction, drama, and poetry.

And in the constant rush of new ones it is well to keep in mind some of the less recent books:

Sad Indian. By Thames Williamson. The story of a Mexican Indian.

Maurice Guest. By Henry Handel Richardson. A musical novel by the author of Ultima Thule. (An exceptionally fine story, published some twenty years ago and coming to a late and well-deserved appreciation.)

The Time of Man. By Elizabeth Madox Roberts. A tale of the Southern mountaineers, at once realistic and poetic.

The Journey Inward. By Kurt Heuser. A romance of physical and spiritual adventure.

Revolt in the Desert. By T. E. Lawrence. An epic of the war in the East. (Of interest at this time, because of the recent death of King Feisal.)

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The BusinessWoman

Official Publication
Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 | OCTOBER 7, 1933 | No. 40

Weekly Program — *Coming Events*

October 9—Theater Party, Alcazar. Charlotte Greenwood in "The Late Christopher Bean."

October 10—Dramatic Section, 7:30 P. M.

October 11—Book Section, 7:30 P. M.

October 12—Choral Section, 6:45 P. M.

October 12—Thursday Open House, 8 P. M.

Hostesses

Grayce Dempsey	Ida Grebinar
Allene Schuerbrock	Sara Rosenberg
Daisy Dennery	Daisy Dennis

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

ALL HAIL CHARLOTTE GREENWOOD!

When a San Francisco favorite journeys 6000 les across the Atlantic and the good old U. S. A. .to give us a new play

We should sit up, rub the sand out of our eyes, etch our arms and legs into action, loosen our hold the somewhat flattened pocketbook . . . and phone our reservations for the Big Show.

Charlotte Greenwood, who hasn't grown an inch ce her last appearance, just arrived from London th much luggage, a dog, a husband, and other cumbrances . . .

And is giving the Old Town a new, wholesome nedy, "The Late Christopher Bean" . . . a show good that it still is running in London, and has eady captured the "Letty" lovers of Paris and w York as well.

Miss Greenwood's part happens to be that of by . . . but a rose by any other name would be just sweet . . . and the six-foot, blonde, long-legged tty by the name of Abby is still *Charlotte Green- od!*

Monday, October 9, is B. & P. W. Night at the cazar. The membership is gathering in its fami- s, friends, in-laws and outlaws . . . and tickets are ng in pairs, foursomes, dozens, pints, quarts and llons.

Mrs. Burlingame is jest a'settin' at her desk, vaitin' for YOU to send in for your tickets.

Make your reservation TODAY . . . and start off new theater season with one of the best laughs your life . . . hale, hearty, and wholesome.

SHIRLEY RADKE.

OCT -6 1933

HELP!

Thursday Nighters are in need of new cards. Any contributions will be most acceptable, and gratefully acknowledged by

BETTY WALTON.

Very "cross" examining attorney: "Where were YOU on the night of October 9, 1933, at 7¼ minutes past nine o'clock?"

Witness: "At the Alcazar Theater, laughing myself silly at Charlotte Greenwood."

Attorney: "Say—I saw that play. Now, what was the name of it?"

Witness: "'The Late Christopher Bean.'"

Attorney: "Of course you were there . . . the whole B. & P. W. Club was there, and half the town as well. And what a show!"

FOREWORD

Save October 17 for the program dinner. Mrs. Anna Fink, our guest speaker, is sure to give us all the "wanderlust." She began her life in Germany and has lived in many countries. One of her books bears the intriguing title, "Colorful Experiences in the Orient." We expect her to spread a magic carpet for us stay-at-homes, a carpet that will transport us to the far-away lands of our dreams.

E. S. A.

GOOD NEWS

The Choral, under the able direction of Mrs. Florence Drake LeRoy, is planning another treat for us on Tuesday, the 17th. Thank you, Mae Barr Long. We shall all enjoy seeing and hearing you and your blue-coated songsters next week.

E. S. A.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

It is rumored that Judge Meikle has taken a box for the B. & P. W. Theater Party at the Alcazar, October 9, for the performance of Charlotte Greenwood in "The Late Christopher Bean."

CHORAL NOTES

The Choral celebrated Mrs. LeRoy's birthday last Thursday with a surprise party at the home of Mae Barr Long. It was an especially nice occasion because Holly Todd, Eleanor Robson, Lydia Floan, Mary Sexton, and Frances Egan, some of the old-time Choralers, were there to extend their good wishes, and a well-timed telegram was received from Carita Rogers. The regular Choral turned out full force.

After a vigorous song practice, everybody filed downstairs to the Longs' "good times" room, where a beautifully decorated table was spread with all kinds of good things to eat. At Mrs. LeRoy's end of the table was a huge pile of gaily wrapped gifts and an immense birthday cake decked with candy flowers and lighted candles. At the other end of the table was a delicious gingerbread made by Dad Osgood himself, who, knowing the Choral's weakness for home-made gingerbread, saw to it that everybody had a generous slice. May we mention here that we were happy to see Mother Osgood looking so well after her serious illness this summer?

From the moment of greeting Mrs. LeRoy with shouts of "Happy Birthday!" through the hilarious opening of the gifts, intermingled with bursts of song by the lusty-voiced Choralers, to the last notes of "Good Night, Ladies," time slipped merrily away.

Mrs. LeRoy's talk on the singing voice, scheduled for the last Thursday in each month, was postponed to the following week, October 5. These talks are thoroughly enjoyable and are open to any club members or their friends who wish to attend.

ELSIE MACLAREN.

PST! BETTY'S BIRTHDAY

A little mouse must have whispered it around th Betty had a birthday coming soon, so Thursd night at refreshment time, the lights went out, a in came one of those lovely cakes with the light candles, and how surprised she was! However, t wish was made and with one good blow all the ca dles went out—so the wish is *sure* to come true.

We enjoyed several guests. Ethel Fredenbe came in with Zee Clements; Alice Dillion was t guest of Almyra Duffy; Nell Boardman brought h sister, Mrs. Guy R. Garretson.

Mary Mooney, Ida Reed, Elizabeth Dutot, a Daisy Dennery took the book of bridge rules a just practiced them all the evening. They are goi to give one evening to each lesson; and who w dare compete with them after all this practice?

Our new ivory lights seemed to be very successf as this time no one was complaining that s couldn't see; and with the bright new walls a pretty flowers our club rooms certainly look ve cheerful, and conducive to good-fellowship.

B. M. P.

Have you heard that Frances Raymond and Luc Steidel are giving a dinner party on October There will be ten guests, or fifteen, or twenty, *fifty* (mebbe), if they can drag them along. Aft dinner they will join the B. & P. W. party at t Alcazar and enjoy the incomparable Charlot Greenwood, who is appearing in a new comed "The Late Christopher Bean."

RECOMMENDED READING

The People's Choice. By Herbert Agar. Ame ca's history and politics reflected through presidents.

Down and Out in London and Paris. By Geor Orwell. Experiences of a man of no means. F strong digestions.

Stranger's Return. By Phil Stong. Life with difference on an Iowa farm.

A Century of Progress. Edited by Charles Bea A symposium-survey of the nineteenth century.

The Name and the Nature of Poetry. By A. Housman. A description of poetry. (This is also important little book by a very distinguished En lish poet.)

White Money. By Madelon Lulofs. Life in rubber-planting colony in Sumatra.

The Fleeting and Other Poems. By Walter de Mare. New poems by an English writer of grace a distinction.

Looking Back. By Norman Douglas. Mr. Dou las leaps through his visiting cards.

Murder Must Advertise. By Dorothy Sayers. good detective story.

The Great Illusion. By Sir Norman Angell, new edition of a stimulating discussion of t economic futility of war.

Men of Maracaibo. By Jonathan Norton Leonar A picture of life in the oil country of Venezuela.

The Means to Prosperity. By John Mayna Keynes. This pamphlet preceded and pointed towa the World Economic Conference held in London.

Man Wants But Little. By Wilson Wright. A r blooded story of Cuba.

A Judge Takes the Stand. By Joseph N. Ulma A Baltimore judge's explanation of the da processes of the law written for the layman.

CIVIC SECTION

der the able leadership of Z. Clements, we ed to a most interesting discussion of the sales t the meeting of the Civic Section, September he affirmative held that it is the only means by the money which is needed now can be raised that it makes people tax-conscious so that they ote for expenditures of money more cautiously; since the reduction of the tax on real estate, it only practical method we have at present of ng the state from bankruptcy. The negative d that it is a tax with misrepresentation; it is nore by the poor than by those able to pay it; it is unjust; and that other means should have found to balance the budget. The negative was lisadvantage in presenting its side, as Ida Reed saving her best thunder for the last, and time called before she had begun to thunder. One esting thing about the debate is that one of the kers on the affirmative is, in private life, very against this tax, while one of the negative kers is just as much in favor of it. One would have guessed so from hearing them argue.

e were sorry the evening was not longer, for the kers on the NRA were cut short in giving the rial which they had taken so much time to as- le. We want to have another opportunity to Ednah Butler give some of the facts she has vered. She has made visits to the Central Labor cil, the State Labor Commission, and other cies. She has also interviewed factory workers, done much research work on this matter of tshop conditions and minimum wage evasions in ity, and we feel that she has very much worth- material that we should hear. We should have to ask Grebbie a lot of questions about the dress try to learn whether the increased prices we are g to pay for our clothes will benefit those who it. We are sure that Ida Lord could have told ore about the textile industry, as could have ia Kempton about the canning industry. And of the girls who had prepared talks were not d on at all for lack of time.

e have so much talent in our club, and there are any things we want to know, that we are always ted to fill our programs too full. What shall we bout it? Stay longer, meet oftener, or confine lves to one subject, and discuss it fully until we exhausted it, and satisfied ourselves that we gleaned adequate knowledge about it? This is JR section. Let us hear what you think. Why not e the editor of YOUR paper what you think of Civic Section, and what you think is the best course of procedure? Let's make this a democratic affair and all get going!

Another thing you might start thinking about is the fact that the Forum lectures begin in October. There is one the fourth Monday. Many Civic Section fans have bought season tickets. How would it affect the majority if the meetings were changed to the fourth Wednesday of the month, instead of the fourth Monday?

At our last meeting, an attempt was made to change the time of meeting to eight o'clock, instead of seven-thirty. Many of the girls work late, or have dinner engagements down town, which makes it very difficult for them to arrive at the earlier hour. Those who wish to go home and freshen up and eat at home hardly have time to do so. However, the motion was lost, as the majority of the girls thought that it made too much time to kill from the hour they left work until they came to the club, and they were always anxious to get home early.

CIVIC SECTION FAN.

CONTRACT CLASSES

The four classes for Contract Bridge have been filled and we have a waiting list, which indicates a great deal of interest. As we all like to show our skill, see what you can do with the following hand:

		S. AQ8 H. QJ109 D. QJ10987 C.		
S. KJ97 H. 8765 D. ..... C. KQJ109				S. 1065432 H. ..... D. 65432 C. 72
		S. ..... H. AK432 D. AK C. A86543		

South declarer.

West leads K of Clubs.

Can you make a grand slam? Let's see who will send me the answer first, which will appear in next week's issue.

CAROLINE BACHICH, Chairman.

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Word has come to us that Margaret Torreyson has made reservations for the entire Queen's Bench for October 9 — the B. & P. W. party at the Alcazar, where they will see Charlotte Greenwood in "The Late Christopher Bean."

CLUB NOTES

ADAH RUTH TAYLOR

Dorothy Rankin tells us she has a new name. She is no longer *Jane Friendly* on the *Chronicle*, but *Martha Lee* with the *Oakland Tribune*. She has opened the Home Economics Department on the paper; writes Martha Lee's column every day; speaks over the radio from Monday to Friday, and conducts the weekly cooking school at Kahn's in Oakland.

Hazel Ramon has returned from her vacation looking more like a Mexican than a white child. Hazel spent many days riding horseback with a guide through the high Sierra Mountains. It is a good story! Ask Hazel some time about the scar on her lip.

A group of friends entertained Betty Walton with a birthday dinner party Saturday evening.

After returning from a delightful vacation, Lilian Elias spent several days in bed with the "flu."

And Marion Morris is talking about her operation. Marion has fully recovered from her tonsillectomy at U. C. Hospital on September 22.

Elizabeth Wooster and her son are spending their two weeks' vacation in Los Angeles.

Sophie Root is the new publicity chairman for San Francisco's fourteen districts of the General Federation of Women's Clubs. Mrs. Root is at her old job, having been a newspaper woman for many years.

Jane Smith has taken charge of the sick call office of the new Central Medical Bureau at 1249 O'Farrell Street.

Changes for your roster:

Daisy Prechtel's business phone has been changed to ORdway 7600.

Nancy Jordan has a new phone number, ORdway 6626, and a temporary position with the Lawrence Warehouse.

Belle McDonald's new address is 2430 Jackson Street.

Sarah MacLaughlin's new address is 6816 Cedar Street, Huntington Park. In a nice letter just received from Mrs. MacLaughlin, she tells us that she misses us and is reading of the activities of the Civic Section with much interest.

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The Business Woman

Official Publication

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Vol. 10 — OCTOBER 1933 — No. 41

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Weekly Program — *Coming Events*

October 17—Dinner, 6:15 P. M.
Western Women's Building.
Speaker: Mrs. Anna Fink.
Subject: "Emotional Control."

October 19—Choral Section, 6:45 P. M.

October 19—Thursday Open House, 8 P. M.

Hostesses

Margery E. Shaffer
Rose Bezek — Lucy Thompson
Allene Schuerbrock — Margaret Brandt
Edith Clark

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

CHANGE OF MEETING DATE

The Civic Section has changed the date of its next meeting from the fourth Monday, October 23, to the fifth Monday, October 30, this month, so that fans holding season tickets to the Forum lectures may attend both meetings.

EMOTIONAL CONTROL

How would you like to learn something about emotional control? Mrs. Anna Fink, our guest speaker on October 17, is really an engineer in human relations and helps to bring harmony into the lives of people who use her as a consultant. Tuesday night she will give us a talk about the control and cultivation of the emotions. She will probably show us a few simple exercises for relaxation. You will enjoy learning some of the first steps toward mental, spiritual, and physical balance.

Mrs. Fink is an enthusiast on physical education and dietetics as they affect the mental and spiritual life. She was born and educated in Germany. She has traveled extensively and lived many years in various countries. During eight years in the Orient she delved into the mysteries of the Hindu and other religions. She has built up many of her theories of health upon basic truths as revealed in these differing faiths. She will bring us a message that is colorful and dynamic.

Don't forget to make that all important reservation.

The Choral promises the following songs: *Mornise* (The Stephanie Gavotte), Edvard Grieg's *Swan Song*, and the *Invitation of the Bells* from *The Chimes of Normandy*.

E. S. A.

DISARMAMENT CONFERENCE

The World Disarmament Conference reconvenes October 16 at Geneva. The national organizations of men and women interested in peace and reduction of armaments are assembling during October in every large city throughout the country to express by resolution their demand for progress at the Geneva meeting. There is real hope for some accomplishment at Geneva.

As a part of a nationwide movement to mobilize public opinion in the interest of demanding from our delegates some real action, a mass meeting will be held on Sunday afternoon, October 15, at 3:30 o'clock at the Fairmont Hotel, under the auspices of the organizations included in the National Committee on the Cause and Cure of War, with the cooperation of many other groups.

The meeting is being arranged by such large women's organizations as the San Francisco Center of the League of Women Voters, American Association of University Women, Council of Jewish Women, City and County Federation of Women's Clubs, Women's Christian Temperance Union, the Young Women's Christian Association, the Soroptomist Club, and the Women's Commission of the Church Federation, and is sponsored by such representative citizens as Mayor Angelo J. Rossi, Judge M. C. Sloss, George Creel, Rev. Edward L. Parsons, Rabbi Irving F. Reichert, Rev. Edward V. Lowther, Mrs. William Palmer Lucas.

President Aurelia Reinhardt of Mills College will preside. Archbishop Hanna will give the invocation, and Chester Rowell will be one of the speakers.

Boy Scouts, Camp Fire Girls, Girl Scouts, and Girl Reserves will participate in the program.

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Dramatic.....Rose A. Bezek
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Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CHORAL NOTES

Part of the Choral hour last Thursday was taken up with practice and then Mrs. LeRoy spoke of the psychological effect of music upon people. Her theme was this sage advice: don't sing *when* you feel like it; sing *until* you feel like it. Mrs. LeRoy also discussed for a few moments "Emperor Jones," a musical drama by Louis Greenberg, which is based upon Eugene O'Neill's play.

During the opera season, Mrs. LeRoy will devote the last Thursday in each month to a résumé of the operas. All members of the club are welcome to come and listen.

At the invitation of Elizabeth Adams, program chairman, the Choral will sing at the program dinner meeting on October 17.

ELSIE MACLAREN.

CONTRACT

Bright and early Friday morning I received first answer to last week's problem—Lydia F. sent in a very complete report of bidding and to make a grand slam in Diamonds. And last Th day evening Hazel Ramon told me she made a gr slam in No Trumps. But I will have to ask yo try again, as due to an error I did not tell you week what suit to play. Let's see what you ca in HEARTS. The answer will appear next wee

CAROLINE BACHICH

OCTOBER 28 AND 29

Are the dates set for the State Board and regi meeting of the Bay District of the State Fed tion of Business and Professional Women's Club be held at Santa Cruz. Keep these two days ma on your calendar. You will want to hear your s president, Winifred Frye, speak Saturday nigh Russia; you will want to attend the round tables luncheon on Sunday. There'll be WORK and the be FUN. Plan now to make the most of these days. (Reservations with Mrs. Burlingame.)

Santa Cruz Club will be hostess at the Casa Rey Hotel. The Bay District will entertain at banquet on Saturday evening, with Santa Cruz C hostess.

Sunday Morning

Mrs. Mable Gregson, President

Round Tables—10:30 A. M.
Membership
Conducted by Mrs. Nellie Passfield, State M bership Chairman
Presidents' Round Table
Club and District Presidents, Guests
Public Relations
Conducted by Dr. Franc L. Hard

Luncheon

ELSIE JAMESON, Convention Chairma

DOCTOR'S NIGHT

What a delightful surprise it was to greet Do Adelaide Brown, a member who has not visited Thursday Nighters before! We surely enjoyed and hope that, in spite of her busy life and manif activities, she will join us occasionally. We are proud of the membership of this club when we ize that such distinguished women as Doctor A laide Brown are in our ranks. Did you know tha addition to her own long and successful career practicing physician, and that of her equally tinguished brother, they are the children o woman whom all San Francisco is proud to hono a pioneer physician and the founder of one of finest institutions in our city, the Children's H pital?

Also present was Doctor Crete Crockett (M. I and members of allied professions who were with included Doctor Adah Ruth Taylor, chiropod Doctor Rae Morrow, optometrist; and Doctor sephine Fernald, chiropractor.

We were also happy to have as our guest, Ga Slaughter, charming prospective new member. hope she enjoyed us as we did her and that she decide speedily to come into the fold.

Our thanks go to Hazel Jacoby and Mary Moo for the delicious cakes and ice cream cones wh came along as refreshments — and, oh, girls, w they good on that midsummer evening!!

B. W

LIVERMORE CLUB

The Educational Committee of Livermore Club nounces their annual card party for Friday eve- g, October 20, at Veterans' Memorial Building, th and L Streets, Livermore, at 8 o'clock. This is their third annual card party and is given the benefit of their scholarship fund. Bridge whist will be played, and an invitation has been ied to our members, through our president, tha J. Dale, to attend. Admission, forty cents, uding refreshments, with some very nice prizes, h door and score. Reservations through Mrs. Burlingame.

CLUB NOTES

ADAH RUTH TAYLOR

Nell Palmer and her nieces are motoring to Salt ke City, Brice Canyon, Arizona, and home by of Los Angeles. Mrs. Palmer says she is going earch of hot weather.

rene Foster left last week for a two months' va- ion in the East. Miss Foster will stop off at cago en route to Philadelphia.

Madame Marie Glenn Estill has returned from o Alto and will be in the city for the winter sea- . Your reporter will have her address and phone nber later.

The Chinese red and green bridge cards were do- ed by Lilian Elias. Miss Elias surely had the r scheme of our club rooms in mind when she cted the cards. Thank you, Lilian.

We hope you all read Betty's appeal in last k's BUSINESS WOMAN. She needs many more ks of cards, so please bring that extra set next e you are in the club rooms.

Mary Solari is being welcomed by her friends m her three months' vacation trip to the national vention and the Century of Progress in Chicago, points east.

Elaine West, Stockton's vivacious president, was ng those who attended our theater party at the azar Monday night.

Annie Little Barry stopped by the club rooms last k and promised us a visit some evening in the r future.

Changes for your roster:
nie Dobbin, 289 Urbano Drive.
690 Mission St. UNderwood 3780.
rl Smith, Bellevue Hotel.
laide Mason, 1229 Chestnut St.
GRaystone 1722.
en Robbins, PRospect 6401.
berta McCarty, Bank of America, N. T. & S. A.
85 California St.

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Residence, EV ergreen 7742

FOR YOUR ROSTER

We welcome with sincere pleasure the following new members:

O'Connor, Lena (Miss)
1111 Pine St. PRospect 8458.
Stenographer, Kellogg Sales Co.
155 Montgomery St. SUtter 3664.

Kelly, Irene (Mrs.)
1500 Sutter St. ORdway 7333.
Principal, Twin Peaks School. MArket 2625.

Wooster, Elizabeth S. (Mrs.)
16 Laguna St. UNderhill 8908.
Goodyear Tire and Rubber Company.

Caro, Aurora (Miss)
533 Third Ave. SKyline 0609.
Manager, Special Terms Division,
The Emporium. KEarny 6800.

Ward, Harriett B., M. D.
350 Judah Street. OVerland 5102.
Physician.

OUR HONORARY PRESIDENT

A delightful letter was received by Mrs. Burlingame during the week from Lillian Palmer. She and Emily Williams are still at Stonington, Connecticut, but hope to leave for home soon. She will have many interesting things to tell us of her discoveries in the "tippy" attic of the old Connecticut house, as well as in other parts of it, such as two "brand-new" Whistler sketches, his mother's diary, very old books of great interest and rarity, and beautiful old furniture—any number of treasures, which will be exciting to hear about.

But possibly best of all, as far as we ourselves are concerned, she has sent as a gift to the club two books: First, a play published in 1868, called *The Spirit of '76*, and which your reporter has not had time to examine, and last and best, to be read with benefit and profit by each member, *The Young Lady's Book, A Manual of Elegant Recreations, Exercises and Pursuits*, published in Boston in 1830, over a hundred years old. We assure you that it is precious, and we hope that every member will get an opportunity to look over this little fat volume with its lovely old binding of rose moiré, its lace end papers, the illustrations (particularly those of dancers and horseback riders), and so on. It is a real treasure, and we thank you, Babs Palmer, more than we can express, and trust that the moral deportment of the ladies, young and old, of this club will be noticeably better when we welcome you home.

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WHEN DOCTORS DISAGREE

In a recent review of *Scarlet Josephine*, a new novel by Marjorie Worthington, Joseph Henry Jackson in the San Francisco *Chronicle* says: "There are novelists, of course, under whose ministrations this kind of story would become mere sensationalism, but under Mrs. Worthington's deft fingers it does not. Quietly and precisely she puts Ellen on paper, another memorable portrait in her growing gallery. You will remember Ellen long after the minor details of the story are dim in your mind. For Ellen is the real thing. In her, the author has created a character whom all women will understand and most men would like to. In spite of its apparently lurid title, you won't find your time wasted on *Scarlet Josephine*."

In interesting contrast is this excerpt from the review of the book by Alvah C. Bessie in the *Saturday Review of Literature* for September 16: "Miss Worthington's novel about Miss Abernathy is as flimsy as this possibly unfair résumé would indicate. Failing almost completely to give the sense of life, it still manages to be amusing, lightly satirical, pleasantly distracting."

RECOMMENDED READING

Right Off the Map. By C. E. Montague. A novel which in romantic guise eloquently presents the case against war. (Also add *Disenchantment* by the same author. This is a very special recommendation.)

Night Flight. By A. de Saint-Exupery. A dramatic chronicle of the South American air mail.

Your Mexican Holiday. By Anite Brenner. A guide to Mexico which is at the same time a readable book.

Jennifer Lorn. By Eleanor Wylie. A brilliant tour-de-force by the gifted writer who in it first proved herself a novelist as well as poet.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

. 10 OCTOBER 21, 1933 No. 42

RECEIVED 1933

Weekly Program *Coming Events*

October 24—Dramatic Section, 7:30 P. M.

October 26—Choral Section, 6:45 P. M.

October 26—Thursday Open House, 8 P. M.
Hallowe'en Party.

Hostesses

Nell Boardman
Ednah Butler **Shirley Radke**
Laura Gibbel **Allene Schuerbrock**
Elizabeth Mowder

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

HALLOWE'EN PARTY

Betty Walton, chairman of the Reception Committee, wishes to announce to the membership that and Nell Boardman and their assistants are ining an old-fashioned Hallowe'en party for the ning of Thursday, October 26. This will be an ormal evening with games (and prizes), fortunes, door prizes! And maybe there will be homede doughnuts and cider. Better come.

OPEN HOUSE

Another Thursday here and gone, with the memof a happy evening chalked up to cheer about. members who went in for cards were delighted r the new decks presented by Marion Morris, zabeth Adams, Daisy K. Prechtel, Lilian Elias, ry Ryley, and Ella May Hempsted of San Mateo. thank you sincerely one and all for so generously ng the Thursday Nighters' need for cards.

The cup cakes and chocolate cake were delicious. nk you, Mary D. Barnes of Mary Eleanor's Tea m.

uests of the evening were Miss Cetara C. Oie, st of Z. Clements, and Miss Sarah Grant, of San go, guest of Marie MacDonald Jensen. We hope y liked us as much as we liked them.

Now for the REAL spice of the session. Three e men crashed the gates of the club rooms, and ulated themselves among the members and sts, quite chummy like (very much so with one nber in particular)!! They might have stayed until tea time but for that Betty Walton. She wed them the way out, but we, being not so nb, noticed Betty lingered quite some time at the r before whispering *her* goodbyes. Now, draw r own conclusions!

One word in closing. Adele Metzner, bless her rt, certainly saved the night for the committee. thank her.

G. E. D.

DRAMATIC SECTION

Girls! From now until November 27, the members of the Dramatic Section are working hard for you. On that date we are giving our annual dramatic evening for the benefit of the club treasury, which means each and every one of you.

We are glad to work for you. Are you going to work for us? All we ask you to do is to support us. We are going to sell all seats at the unheard-of price of 50 cents, no tax, no seats reserved. We want to fill the house. Are you with us?

We are giving three one-act plays which will please you and make your spirit brighter for having seen them.

Mark your calendar now, and tell your friends about it. Rose Bezek will announce the date when tickets will be on sale.

THELMA MCGUIRE.

CIVIC SECTION—OCTOBER 30

Please note on your calendar that the next meeting of the Civic Section will be held on the fifth Monday in October, instead of the fourth. Keep this date open. Several regular attendants at Civic Section meetings have bought season tickets for the winter series of *Forum* lectures, the first of which falls on October 23, so Doctor Crete Crockett, chairman, postponed the section meeting for one week, for their convenience.

On October 30 we are going to have another panel discussion, this time on *Peace, What Women Can Do to Insure It,* and *Is Disarmament Wise?* Watch the next issue of THE BUSINESS WOMAN for list of speakers. This subject is timely because of the reconvening of the World Disarmament Conference at Geneva last Monday, and because of the affiliation of our National Federation with other organizations working toward establishment of world peace.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco Telephone, Prospect 8347

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held first and third Tuesdays. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on third Tuesdays.

BUSINESS WOMAN

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Associate Editor..... Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Margery E. Shaffer

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Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CHORAL NOTES

Due to a series of calamities that depleted the ranks of the sopranos, the Choral was unable to sing at the dinner meeting last Tuesday. They were disappointed not to be able to carry out their part of the program, but hope to have an opportunity of presenting the songs they had prepared on some future occasion.

Next Thursday, October 26, is the lecture meeting of the Choral Section. Mrs. LeRoy has selected as her subject the opera *Aida*. This is not only for the Choral, but for all club members. Come and bring your friends—next Thursday at quarter to seven. It will be an hour well spent.

ELSIE MACLAREN.

ACADEMY OF SCIENCES

Through the kindness of Mr. C. E. Grunsky, president of the Academy of Sciences, THE BUSINESS WOMAN has received an announcement of the fall course of lectures to be given on four successive Wednesdays beginning October 18 at 8 P. M. in the Auditorium of the Pacific Gas and Electric Company at 245 Market Street. The first one, of course, will have been held before this issue reaches our readers, but the other three on October 25, November 1 and 8, on the general subject, The Beauties of Nature, are listed as follows:

October 25—The Origin of the Monterey Shale, by Dr. R. D. Reed, Chief Geologist, Texas Oil Company. (What pressure and heat have produced out of the mud of long ago.) Illustrated.

November 1—The Story of Mount Diablo by Dr. B. L. Clark, University of California. (With a brief description of the rock formations, their folding and faulting to produce the mountain mass as we see it today.) Illustrated.

November 8—History of Columbia River, by Dr. Edwin T. Hodge, Professor of Geology, Oregon State System of Higher Education. (A history interesting and as fascinating as the scenery of marvelous region.) Illustrated.

Admission is free and the public is cordially vited.

MARIN REGIONAL MEETING

The Marin County Business and Professio Women's Club certainly does know how! That the consensus of opinion of those who wended th way on Saturday afternoon, October 7, to Northern District conference at the Empor Country Club, in Marvelous Marin. And this b tiful district surely deserves its slogan.

The conference was inspirational. Splendid sp ers and fine music made each program outstand The hostess club is to be congratulated on the thusiasm and loyal co-operation of its memb qualities responsible for the success of the meeti

San Francisco Club was recognized in a grat ing manner at the dinner on Saturday evening. are happy to share our gifted members with ot clubs in the Federation.

On Sunday morning round table discussions w held, followed by a caravan trip to the bomb base. During luncheon another interesting prog was presented.

A large and representative group from the S Francisco Club made the short journey to San selmo, and everyone seemed to have had a m happy time. Thank you, Marin. We are hoping have the pleasure of entertaining you in San F cisco some time in the near future.

PHOEBE A. WRAM

CONTRACT BRIDGE

No correct solution to our bridge problem pla in hearts has been received yet. Several have b submitted in No Trumps and Diamonds, althoug do not see how diamonds are reached by South, if North gets the diamonds, how can West lead

Here it is:

West leads K Clubs, North plays 7 Diamo South takes with A Clubs. South leads 2 H, W plays 5 H, North takes with 9 H. North leads Q South takes with A H, West plays 7 S. South le 3 H, West plays 6 H, North takes with 10 H. N leads 8 S, South takes with K H, West plays 9 South leads 4 H, West plays 7 H, North takes w J H. North leads Q H, South discards A D, W plays 8 H. North leads A S, South discards K West plays J S. North takes rest of tricks w Q J 10 9 8 Diamonds.

Now see if you can make a Little Slam in Hea South declarer, and West leads K Spades and t the A.

	N. S. 86 H. 82 D. KJ32 C. AQJ109	
S. AKQ7543 H. 6 D. 97 C. 743	W. E.	S. J92 H. K7 D. 106 C. 865
	S. S. 10 H. AQJ1093 D. AQ85 C. K2	

CAROLINE BACHICH

WHO'S WHO—OLGA DAHL

By Dr. Phillis Bourne

Among the people I have talked to lately is our mber, Miss Olga Dahl. She is interested in an usual business for women, being the only woman the West in commercial photography work. The lowing is her story told in her own words:

"From childhood I determined that whatever my eer might be, it would be unusual for a woman, having no definite business in mind, I studied want ads. One suggested a position in a portrait dio as an assistant. I called at this place at 7 M., to be sure of the first call. The boss arrived 9 A. M., and for some unknown reason I was ed. I soon learned the assistant's duties were to t and sweep up the studio and work-rooms and errands, and help undress and dress the babies photographing, as at that time the fashion was babies to be taken in the nude, and the women e draped around the shoulders in chiffon veiling give an ethereal effect, or the mother and baby ook like the Madonna and Child. All these styles e changed.

"As I was not permitted to go into the work-ms or laboratories while in operation, I could see hing about the business that was of any especial erest and had about decided to give up my salary $3.00 a week and go into millinery (as my family always desired I should do) when the earth-ke and fire came. Still studying want ads., I saw re an assistant was necessary in the dark-room k for an operator taking San Francisco earth-ke and fire pictures. This seemed to be a step so accepted the position as general helper. Speed the essential thing here as photographs were le by the thousands, for live-wire salesmen to cit stores and other business houses, so I had an ortunity to learn something about the finishing printing end of the business. This appealed to as it was business-like, aggressive, and had vari-which we all desire.

"In a few months' time this fad for earthquake tures was over, so I was again on the lookout for osition. To satisfy my family, I took a position a salesperson in a millinery store. This lasted nine hours, when I was told my services were longer required. You see, I had told my custom-that the hats were very unbecoming to them, never I believed so. This was considered poor smanship, but having worked with business men, ad always expressed my ideas frankly and freely.

"Here I was still looking for that 'unusual busi-for a woman' when I was told of a position n as catalogue photographer in one of the large es. I applied and was given the position. After onth I was getting so discouraged with my lack knowledge, never having handled a camera, that rder to get myself discharged, I asked for a sub-tial increase in salary, which, greatly to my sur-e, was given to me. After that encouragement ally put my heart and soul in the work, and with kind assistance of *Camera Craft* publications the use of their library and kind advice and my erimenting, became so intensely interested that main object was better work and more of it. My artment increased in number with the assistance three men under the title of Photographic Direct l Department, selling goods by picture, so pho-raphs had to be very nearly perfect in artistic ngement and detail.

"All this training was of great benefit to me in handling my own business. This was my next step, seeing I had reached my limit in this interesting place, so when told how rare women were as commercial photographers, how technical the art and how infinite in variety the subjects, I was determined to become one of the country's few women commercial camera workers. During the World War the shortage of the men gave me good openings in becoming an owner and conducting a so-called man's business.

"Commercial photography is a business not taken up by women, I suppose, because we picture the operator climbing up scaffolding on the sides of buildings and standing on a narrow ledge twenty stories above. This is the mechanical side of the business, which operators can be hired to do. The technical part is the inside work, such as catalogue illustrations, which includes model posing, good copying, grouping for weddings or parties, arranging interior furnishings of residences, or of stores for advertising purposes to show actual use, such as illustrating carpets or rugs, or furniture for furniture dealers, or tableware, or electrical equipment, numerous uses that photographs can be put to."

Olga Dahl's chief hobby is her charming and talented adopted daughter, Dahlas Cowles, and the other hobby is her country home in Marin County. Over there she dons overalls and cuts trees, builds roads, and thoroughly enjoys life.

RED LETTER NIGHT

In the theatrical news of a recent number of the San Francisco *Chronicle*, "London Likes Letty" headed a column of comments on Charlotte Greenwood in *The Late Christopher Bean*. When the curtain rose at the Alcazar Theater, Monday evening, October 9, at the first social event of our autumn season, it was evident that San Francisco also "Likes Letty."

Playing to an appreciative audience, Miss Greenwood, supported by an exceptionally strong cast, charmed everyone. With the exception of her final curtain call, she laid aside those pranks which first endeared her to us, and in her self-effacing, quietly understanding and sympathetic manner ultimately went forth from the Hagget family with precious masterpieces of the posthumously discovered Christopher Bean.

But, it is not of Charlotte Greenwood we would write.

Delightful as was the evening's entertainment, one thought which has persistently lingered, is the combined loyalty and cooperation of the Business and Professional Women's Club of San Francisco. From the moment the theater party was suggested enthusiasm reigned. It is no easy matter for a block of five hundred tickets to be sold, yet most of them were, with no word of Suppression, Repression or Depression. And then the members with their friends attended en masse, fully able to enjoy the fruit of their labor. It is true that the affair has somewhat replenished our coffers, but far greater than this is the marvelous demonstration of teamwork. "It is not the individual or the army as a whole, but the everlastin' team-work of every bloomin' soul." For loyalty and co-operation, give, oh give us, the *Business and Professional Women's Club of San Francisco.*

Nan G. Lawrence.

SANTA CRUZ WEEK-END

The meeting of the State Board and the regional meeting of the Bay District will be held on October 28 and 29 at the Casa Del Rey, Santa Cruz, with Santa Cruz Club as hostess. Fun and serious business will be combined, and as Santa Cruz is one of the most noted play spots in our neighborhood, a pleasant week-end is assured to everyone attending.

Winifred Frye, our state president, will speak at the big dinner on Saturday evening, her subject being experiences on her recent trip to Russia. On Sunday, round tables at 10:30 A. M. will be conducted by Mrs. Nellie Passfield, state membership chairman, on Membership; on Public Relations by Dr. Franc L. Hard, and a presidents' round table with club and district presidents and their guests. Better make your reservations early with Mrs. Burlingame, and that will mean several days before October 28, probably.

CLUB NOTES

ADAH RUTH TAYLOR

Members of the club will feel greatly elated at the vote polled by our Z. Clements during the recent election held by the Western Women's Club for membership on its Board of Directors. Showing the esteem in which Miss Clements is held by her fellow members of the Western Women's Club, she was returned to the board, on which she had formerly served, with the highest vote of any candidate.

After spending the summer driving over the state in her new Studebaker automobile, Lady Lois Peckham has returned to San Francisco for the winter months. Miss Peckham may have some new stunts at bridge to show the bridge hounds.

Our first vice-president, Margaret Torreyson, was in Los Angeles several days last week on business.

Elizabeth Dutot drove to Santa Cruz, the Big Sur, and other points of interest for a week's rest.

We were happy to welcome Mrs. Geraldine Bowell last Tuesday night at the program dinner. This was Mrs. Bowell's first meeting since becoming a member last July.

A number of our members who are also members of the Women's City Club did good work for the big Post Street organization with volunteer service during the annual Talent Festival. Among those seen in the attractive National League uniform were Hazel Mangels, Bertha Pierce, Louise O'Hara, Amanda Heuerman, Jean Kerrison, and Nettie Smith.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 10 OCTOBER 28, 1933 No. 43

SPECIAL COLLECTIONS

CALIFORNIA ACADEMY OF SCIENCES

NOV 28 1933

RECEIVED

Weekly Program *Coming Events*

October 30—Civic Section, 7:30 P. M.

November 2—Choral Section, 6:45 P. M.

November 2—Thursday Open House, 8 P. M.

Hostesses

Margaret Bell
Elsie Maclaren Allene Schuerbrock
Susie Hicks Louise Stivers
Maude McLaughlin

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

DINNER, OCTOBER, 1933

She is a very interesting personality, this Mrs. nna Fink, psychologist, rejuvenator, and physical ilturist. I haven't my last week's bulletin to let e know the official nomenclature of our illustrious nest. This I do know, that everyone of us, if we n budget our time properly, will respond to the ge to attend the classes Mrs. Fink is conducting ross the bay.

First of all, Mrs. Fink is intriguing in appear- ice, a composite Charlotte Greenwood and Greta arbo. She has not been in this country very long, she still retains that vivid vitality so evident in omen who come from northern countries . . . some- ing Viking-like.

The central theme of Mrs. Fink's demonstrated scussion was, "Without proper relaxation there nnot be proper concentration." Mrs. Fink has aveled in many lands and her talk was punctuated ith interesting bits of colorful observations of the ays and manners of the people of far countries.

We all know that we are too tense. Mrs. Fink ade us prove to ourselves with most intriguing ex- cises how we can really relax. Of course, as she inted out, when we do not relax properly there is let-down in our efficiency, an inclination to nervous sorders and minimum of resistance against eco- mic pressure. Whereas, when we exercise prop- ly, we tone up physically, and simultaneously, our rves are calmed and our bodies relaxed. We plan repeat them at home religiously.

From Mrs. Fink's talk, we infer these exercises e elixirs of youth, beauty, and success. Without ese exercises, we grow old and gaunt. No wonder am neither young, beautiful, nor wise. But wait! I should chance to loom on the club horizon with ese three gifts of the gods, Know All Men by hese Presents, that I have found the time and have ken up Mrs. Fink's course of personally conducted exercises.

LADIES—HURRY!

Get your tickets for the Dramatic Show now. ALL STAR CAST. Given at the Community Playhouse, Monday, November 27, 1933. Let's get together; our club needs *your support* . . . we need each other. Telephone Mrs. Burlingame TODAY for your ticket. 50c—No Reserved Seats—More Later.

ROSE BEZEK.

CHAIRMAN'S ACKNOWLEDGMENT

Another successful event is over. Our theater party to see Charlotte Greenwood is a thing of the past and we are looking toward future events. But before we go too far into the future, may the chairman of the theater party thank the members of the B. P. W. who helped make the affair a success; those who sold tickets and those who bought tickets and came to the party, along with their friends?

MARGARET TORREYSON.

OPEN HOUSE

Thursday nighters were delighted to welcome Dr. Harriett B. Ward, a new member; also to have with us the following members we do not often see: Louise O'Hara, Cecilia Spade, Sara Ann Magill, and Mme. Glenn Estill. We hope they enjoyed us as much as we did them and will become one of the regulars.

We do have the most thrilling surprises — last night it was Golden State little individual ice creams —for which our thanks go to Mae G. Cummings— and were they refreshing at the end of another of our "midsummer" days!!! You should have been there to decide for yourself, Mae.

The Bridgers are surely enjoying our lovely new cards and thanks are extended to our president for a further generous contribution.

HULDA MCGINN.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
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Rae Morrow Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

WHO MAKES A GARDEN

Who rears four walls around a little plot,
Some still, secluded spot,
And digs and sows therein, has done a thing
Beyond his reckoning.
In one small, fended space,
Beauty and deep, untellable content
Make their abidingplace,
And measureless peace is pent.
There time takes note of tender happenings;
The shimmer of a butterfly's blue wings
Above the clustered phlox;
A spider's will to work a miracle
Between two hollyhocks;
A hidden cricket's humble prophecies,
A brown bird by a pool, and all that goes
Into the lovely lifetime of a rose;
A pansy's lore, and little questing bees'
Strange sweet biographies.

Who makes a garden plans beyond his knowing,
Old roads are lost, old dwellings have their day, . . .
For, year after year, as April's heart is stirred,
Spring after punctual spring,
Across the little acre's wintry gray
Comes, slowly traced, an old, authentic word
In radiant lettering;
A shining script of tendril, vine, and whorl—
New green, pale gold, clear lavender, and pearl,
Petal by delicate petal, leaf by leaf.

NANCY BYRD TURNER, *in "A Riband on My Rein."*

(Hartford, Conn.: Edwin Valentine Mitchell.)

(This little poem was enclosed by Winifred Kent in a letter to Isabelle Banz, who has sent it, with her usual thoughtful kindness, to THE BUSINESS WOMAN.)

DRAMATIC THEATER PARTY

If you want to see "Show Boat," telephone M Tubbs. Tickets, $1.10. Tuesday, October 31.

CIVIC SECTION

With Lincoln Steffens predicting disaster, a intimating nothing can be done to overcome it; w Norman Thomas and Chester Rowell fearing cat trophe but believing it may be averted; with fe hatred, jealousy, and malice spread over Europe a Asia; with labor troubles in our own country; a with all the other news of unrest which greets c from the front page of his newspaper, it seems though it might be wise for the innocent bystan to take a long lease on a bomb-proof cyclone cel and plan to stay there indefinitely. However, le talk it over before we do. Monday night, the 30 there is going to be another meeting of the Ci Section, at seven-thirty sharp. A panel discussi over which Lenore Underwood will preside, will held by Rosalee Venable, Polly Hatch, Suzan Bolles, and Hulda McGinn, two attorneys, Y. W. C. A. secretary, a school teacher, and a bu ness woman. We should get several different poi of view. These members have not appeared on c programs before, this year, and we are sure they w have something worthwhile to give us. They h hinted that they may surprise us—maybe they kn something that Mr. Steffens hasn't told us, and c chase our gloom away. L. STIVERS.

SANTA CRUZ PROGRAM

Saturday Evening

7:00 P.M. Informal Supper, 85c. This will be f lowed by an inspiring talk by our Sta President, Miss Frye, on her recent t to Russia. Even if you cannot be pr ent for the supper, do plan to co and hear Miss Frye.

9:00 P.M. Business Meeting of the State Exe tive Board. For those not on the Boa there will be a program, cards, or so other form of entertainment.

Sunday Morning

8:30 A.M. State Board Breakfast and Busine Meeting. Also District Committ Chairmen will breakfast with th local committee chairmen.

Roundtables

9:30 A.M. to 10:15 A. M. Education Progra Club Presidents.

10:30 A.M. to 11:15 A. M. Membership and P blem. Public Relations and Publici Legislation.

11:30 A.M. to 12:00 M. General Session. Op Forum.

12:30 P.M. Luncheon, 85c. This luncheon will fe ture a talk by Ruth Comfort Mitche who will tell us interesting facts abo Mexico—our objective for 1934. Routine District business will also taken care of during this time, a there will be special music.

Registration fee, 25 cents.

Hotel Rates (exclusive of meals)

Single room without bath.....$2.00 ea
Double room without bath..... 1.50 ea
Single room with bath..... 2.50 ea
Double room with bath..... 2.00 ea

B. W. LEGISLATIVE COUNCIL

Interesting excerpts from the October Bulletin of Business Women's Legislative Council of California are:

'Up to date in the various codes adopted (temporarily at least) there are 64 that announce lower minimum wages for women than men. The administration evidently considers women's work as cheap labor and not worthy of a 'fair deal,' to say nothing of a new deal!

'Men workers now fear more women will be employed than men on account of the lower wage provisions.

'Wm. Green, president of the American Federation of Labor, has made the definite statement that equality in industry is something he hopes to see achieved.' However, he represents thousands of women men and works for their interests. It is gratifying to know his stand for equality, but women must continue to fight their own battles.''

'The Woman's Legislative Council of Washington, at its sixteenth annual convention in May, 1933, affirmed its stand on equal rights for men and women and makes this constructive suggestion to all law-making bodies:

' 'To create a commission whose duty it shall be to make a survey of industries; (1) set a limit to profits; (2) apportion living wages for the job, not for any sex or class, in due proportion to the service rendered, and (3) allow no industry to function which cannot meet these term.'

'This was thought out and advocated by a group of women months before the NRA began to function. Get how similar! But the NRA codes continue to use women as cheap labor!

'*Florence M. Fitzgerald, Atty.*, President of the National BPW Club of San Diego, writes of their new plan of study and highly recommends it to other clubs. They are seeking to better qualify themselves to vote intelligently and to judge of value received from their tax dollar by a self education in civic and governmental affairs. Speakers have come to them from the City and County offices and Commissions and they also plan to invite their state and national representatives.

'*Augusta Rosenberg, Atty.*, legislative chairman of Los Angeles District BPW Clubs, called a special meeting, September 29th, of interested women, the object being to combat discriminatory legislation. They plan to organize the legislative chairmen of the District into a coherent working unit and to inform women who are not in the professions or in business of the views held by gainfully employed women regarding sex discriminations. Mrs. Florence Valentine is president of the District and an active worker and speaker for equal rights.''

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Residence, EV ergreen 7742

CHORAL NOTES

If you have been considering joining the Choral some time, won't you make that ''some time'' *now?* Work has just started on the new Christmas cantata, and *now* is a most opportune time. If your voice is big, there will be solos for you. If your voice is small, come and warble anyway. There is more to being a member of the Choral than singing: there is the good fellowship of singing together.

So, songsters, join the Choral. You will be more than welcome next Thursday in that little ''in between'' hour from 6:45 to 7:45.

ELSIE MACLAREN.

CLUB NOTES

ADAH RUTH TAYLOR

Carolyn Weber, second vice-president of the State Federation, was the guest of the Los Angeles District Conference. Carolyn was entertained by the board of directors of the Los Angeles Club at the home of the president. A lovely Mexican supper was served to twenty-six guests on Sheffield plate. We are certainly glad our members are appreciated when they go abroad.

Doctor Josephine McIntyre Frisbie was entertained at dinner in Oakland by her family and a group of friends. The cake had an extra candle on it. Many happy returns of the day, Jo.

Another postcard from Nell Palmer tells of her visit to Zion National Park, Utah, with the comment that it proved to be ''the most glorious, awe-inspiring place she was ever in.'' From Utah she will go to the Grand Canyon, then back to southern California through southern Nevada.

Ann Welcome of the *Call-Bulletin*, or as we know her in club as Ella Lehr, has left in the club rooms an indexed box of recipes as worked out by her department. You know, she broadcasts daily, as well as writing her newspaper column. We were glad to see Miss Lehr at our program dinner last week.

The club extends sympathy to Margaret Girdner and her mother on the death of her father on October 14 at their country home.

CHANGES FOR YOUR ROSTER

Susan Magill, 1370 California St., Apartment 29.

Emma Schmedes, 490 Geary St., ORdway 8838.

Cornelia Seeley, 729 Jones St., ORdway 2432.

Ellen Robbins, PRospect 6401.

Dr. Crete Crockett, Western Women's Club, PRospect 2500.

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FURTHER BOOK LIST

Since we have neglected the devotées of the crime and mystery story, here are new ones and some not so new, recommended by the *Review's* Guide to Detective Fiction:

The Curtain of Storm. By Joseph Gollomb. Exotic.

Drury Lane's Last Case. By Barnaby Ross. Read it.

The Doctor's First Murder. By Robert Hare. Grand.

Murder of Bayside. By Raymond Robins. Readable.

Hangman's Holiday. By Dorothy Sayers. By all means.

The Puzzle of the Pepper Tree. By Stuart Palmer. Good fun.

The Campanile Murder. By Whitman Chambers. Thriller.

The Case of the Sulky Girl. By Erle Stanley Gardiner. Read it.

The Tall House Mystery. By A. Fielding. Class A.

Bull's Eye. By Milward Kennedy. First rate.

The Warrielaw Jewel. By Winifred Peck. Good.

The Clock Ticks On. By Valentine Williams. Excellent.

Murder in Trinidad. By John W. Vandercook. One in a hundred.

The Shakespeare Murders. By Neil Gordon. First rate.

Death Behind the Door. By Victor MacClure. Good.

The Claverton Affair. By John Rhode. Worthwhile.

Pass the Body. By C. St. John Sprigg. Good.

The Mystery of the Dead Police. By Philip MacDonald. Exciting.

The Mystery of the Cape Cod Players. By Phoebe Atwood Taylor. Good.

The Transatlantic Ghost. By Dorothy Gardiner. Good.

Inspector Frost in Crevenna Cove. By H. Maynard Smith. Interesting.

Death Out of the Night. By Anthony Wynne. Good.

The House on the Marsh. By J. Jefferson Farjeon. Excellent.

The Captain's Curio. By Eden Philpotts. Capital.

Dead Mrs. Stratton. By Anthony Berkeley. Excellent.

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Just a reminder that Kay is celebrating her second birthday in this adorable shop! Her extra special hat offerings are at $5 and $6.50 . . . and for those prices you can have almost any type hat you wish . . . made right on your head (also made-up ones to choose from)! And remember remodeling for $3.

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The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 NOVEMBER 4, 1933 No. 44

Weekly Program *Coming Events*

November 6—Book Section, 7:30 P. M.
November 7—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.
November 9—Choral Section, 6:45 P. M.
November 9—Thursday Open House, 8 P. M.

Hostesses
Jessie McKinney
Lucile Cordrey Allene Schuerbrock
Netta Jones Minna Brown
Madelon Saxon

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

SPECIAL ATTENTION
BOOK SECTION MEETING
NOVEMBER 6, 1933

Mr. John D. Barry is to talk to us on "Experi-ces in Newspaper Writing". Do we think we are ky! Well, if you had any idea just what an elu-e person the gentleman is, you would know we are rtunate indeed.

Mr. Barry is too well known and too well thought in the bay district to need an introduction to the oup—only please just show your appreciation by ng on hand in goodly numbers with your guests. member November 6, 1933, at seven-thirty p. m.

GRAYCE DEMPSEY.

THE BIG SHOW

The Dramatic Section is putting on three one-act ys, November 27, 1933, Community Playhouse. tickets, 50c. One, the prize-winning one-act play the year, supported by Mr. Alton Wood and Mr. ward Keese, two of Mrs. Hackett's very fine men yers, who are giving their time and talent for our nefit. Let us show them that the Business and Pro-sional Women know how. Have you a ticket? If , you can get yours from any of the following mbers: Nell Boardman, captain, C. Bachich, Belle Donald, L. Alfsen, Margaret Bell, L. Elias, Jo-hine Rudasill, Charlotte McClelland, Gertrude bbs, Sara Ann Magill, Marion Morris, Jean Ker-n, Belle Banz, Thelma McGuire, Elsie Fear, Anna dy, Mrs. Burlingame, Ida Rose Grebinar, Rose zek.

Telephone today. Every seat must be sold; all fits to the club.

ROSE BEZEK,
Chairman, Dramatic Section.

AN OPEN LETTER

Dear President:

I am writing from Utah to ask you to notify all of our club members that a real treat is in store for them in the way of a speaker for our program meeting of November 21.

Please ask them to jot Tuesday evening, November 21, on their calendars, so that they will not miss an interesting and entertaining evening, with a live-wire speaker, a man. We shall give you further particulars in the next issue of THE BUSINESS WOMAN.

Yours for a record attendance,

ELIZABETH S. ADAMS,
Program Chairman.

CHORAL NOTES

Those who heard Mrs. Le Roy last Thursday are grateful for her inspiring contribution to the enjoyment of the opera "Aida".

Mrs. LeRoy had a vast subject to cover in a short time. Nevertheless, she presented it in a forcible, yet scintillating, manner that conveyed to her listeners the beauty, the grandeur, the action, the melody of this brilliant opera. She told first of the life of Verdi, the composer; then the story of "Aida", how it came to be written, its musical construction, its dramatic development, and the dominating themes.

This lecture was received with much enthusiasm and we look forward to the next one. Announcement of the date and the subject will be made later.

In the meantime, the Choral will continue with their weekly practice on the Christmas cantata. Prospective members are welcome.

ELSIE MACLAREN.

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CHOOSING A TAIL

By Clotilde Grunsky

We once had a tail that was useful and handy,
Says Science;
And I think for myself it would still make a dandy
Appliance.
With a tail like a monkey's, just think of the stunts
I could do;
I'd grow fat, for I'd manage three ladles at once
In the stew.

Yet sometimes I think I should really prefer
One that's brushy;
I could sweep under sofas or use it for fur
When it's slushy.
But when I grow angry and want to throw china
And smash it,
I feel that a cat's tail would almost be finer—
I'd lash it!

For dress-up occasions a tail like a bird's
Would be pretty,
Although I'm afraid that it might look absurd
In the city.
Besides, when you're happy, it isn't much sport
Just to drag it;
So I'll choose me a tail that is stubby and short
And I'll wag it.

I shouldn't much care if 'twere made out of feather
Or wool,
But I'm somewhat afraid, when the gang got together,
They'd pull.
And when for an hour I've sat on a chair,
I find
I am rather relieved that I haven't much there
Behind!

(This poem appeared in *American Boy* for October. Are we proud of our poet?)

THURSDAY NIGHT AT HOME

Somewhere between sixty and seventy m bers and guests gathered in the club rooms Thursday for the annual Hallowe'en party, w oo-OO-OOO-OO-oo! A ghost appeared! And Mother Witch! Who suspected that they were J Frye, past president, and Elaine West, president the Stockton B. and P. W. C., come to surprise And weren't we pleased to have them with us?

Other visitors of the evening were Florabel Sm guest of Mrs. LeRoy; Laura Cook, invited by P Smith; and Agnes Wray of Minneapolis, who c with Susie Hicks; Mrs. Lidstone and Mrs. Macla the mothers of members. Violet Neuenberg, V Hawke, Grace Nelson and Lucia Steidel were ticed among the less frequent Thursday Nighters

Ada Brace, Margaret Bell, and Grayce Demp famed for their uncanny accuracy in fortune tell presaged the future with cards.

Josephine Rudasill, accompanied by Merle Curr ton, sang two favorites, "Be Mine To-Night" "By a Waterfall," which were roundly acclain Card tables were set up for the bridge players for the guessing contests. Florabel Smith won prize in the "San Francisco Streets" contest-- dainty Dresden china candlestick with a candle " light the way." A box of delicious salted nuts presented to Josephine Rudasill, winner of "Nuts" game. Nine contestants tied in discover the names of "Fruits," but the lucky card drawn by Edith Jones, one of our new members, was presented with a beautiful basket of fruit. J Bishop, whose score was highest among the bri players, won a silver bridge pencil chained to a si dog. (Nobody is going to get away with that penc

As promised, doughnuts and cider, the true H lowe'en refreshments, were served. Those delici sugared doughnuts were made for us by Mrs. I stone. Bertha Dale, our president, was respons for the cider, and Hazel Dominick contributed Hallowe'en candies. Our sincere thanks to these to all others whose assistance made our Hallowe party a most successful one.

Elsie Maclaren

FURTHER BOOK LIST

Recommendations of the *Saturday Review Literature:*

The Book of Talbot. By Violet Clifton. The ography of a belated Elizabethan, told by his w

Thirteen at Dinner. By Agatha Christie. A m tery story of good calibre.

Poor Splendid Wings. By Frances Winwar. story of the Rossettis and their circle.

No Second Spring. By Janet Beith. A novel love and religion in conflict with untoward circu stance.

Sidney and Beatrice Webb. By Agnes Hamil An account of two of the most notable socialists England.

Seeds of Revolt. By Maurice Hallgren. Impr sions of economic conditions in the United States

Sherman, Fighting Prophet. By Lloyd Lewis biography that is at the same time a chapter history.

The Odyssey of Homer. Translated into Engl Prose by T. E. Shaw. A translation into mod form of Homer's great epic, by Lawrence of Arab

The Cat Who Saw God. By Anna Keown. A cle and engaging fantasy.

STATE BOARD MEETING

verything, including the delightful hospitality he Santa Cruz Club, and its unquestioned influ- with the Weather Bureau, combined to make a nite success of the two-day meeting of the State rd and the Bay District on October 28 and 29.

t the Sunday luncheon the Registration Chair- reported 222 members registered, with 50 to 75 sts who did not register. 32 clubs from all over state were represented, and 16 club presidents nded.

n Saturday evening an informal supper was held, ided over by Elsie Jameson, general chairman, owed by an enjoyable musical program, a wel- ing speech by Annie McCaskill, Santa Cruz ident, responded to by Winifred Frye, State ident. Introductions of state officers and com- ity singing preceded an extremely interesting mporaneous talk by Miss Frye on her recent trip Russia, which was much enjoyed by everyone ileged to hear it.

n Sunday morning the State Board meeting and various round tables reported on at the luncheon e held, followed by an open forum at which Mrs. ian B. Hill, chief of the Bureau of Mental Hy- e, State Department of Education, gave a ulating and thought-provoking talk on mental iene.

ollowing a most enjoyable luncheon, round tables e reported on by Lucile Hewett, Bay District gram chairman; Dr. Franc Hard, public rela- s chairman; Mabel Dye, presidents' round table, which representatives of fourteen clubs were ent. This meeting discussed the question of a rict roster, the consensus of opinion being that *California Woman* would answer the needs of the ous clubs at present. The adjustment of the club in regard to installation of new officers and col- ion of dues to precede the State convention was talked over, and whether or not to discontinue thly regional meetings in the Bay District. This be presented for final decision at the meeting in ember.

Irs. Oliver reported for Louise Jolly on educa- , Miss Jolly giving a talk on what business and fessional women can do in support of our public ols and suggesting study groups in every club on tion with particular attention to the efforts of ticians to restrict the usefulness of the public ols by reducing the funds required for their k.

rah Howard reported for Amelia Johnson, state rman of legislation. A discussion was held on nt legislation affecting women and discrimina- against women employed in municipalities.

he high light of Sunday's luncheon was, of rse, the delightful talk by our charming member n San Jose and Los Gatos Clubs, Ruth Comfort chell, on Mexico. Mrs. Young told the members ent of the good will tour to Mexico being ned for 1934, and that the sponsorship of the ional Federation had been asked, with the hope that many of those attending the meeting in Colorado will join the Western club women in this interesting trip. The present plan is for a three weeks' tour to cost within three hundred dollars, from San Francisco back to San Francisco, and after listening to this colorful and informative speech on the joys of such a trip, every member present must have felt a distinct urge to go home with the idea of budgeting for that three hundred dollars.

Our thanks to Santa Cruz Club for their efficient planning of this large meeting with all the preliminary work involved. Their success was reflected in the happy faces and the pleasure shown by their two hundred guests.

CLUB NOTES

ADAH RUTH TAYLOR

Hazeldean Mitchell Snedden stopped by the club rooms last Friday, and informs us that she is Mrs. A. F. Snedden, and *not* "Mrs. A. J." Her address was also given incorrectly, so make this correction in your roster: 4608 T Street, Sacramento. Mrs. Snedden is the picture of health and happiness.

Mrs. Rufus H. St. Onge of the Seattle Club and Mrs. C. M. Webster of Burlingame Club were visitors in the club rooms recently.

Genevieve Allen is wearing her arm in a sling, having fractured her wrist in a fall down steps at her home.

Our president, Bertha Dale, and Lucia Steidel were speakers at the vocational conference held at Polytechnic High School on Thursday, October 26.

Frances E. Raymond attended a meeting of Los Angeles Club recently, and gave the members a talk on the National Convention.

Mrs. D. Roach Withers took part in a meat-cutting demonstration and lecture at the Emporium Auditorium on October 26. Mrs. Withers is a home economist and demonstrator for the Pacific Gas and Electric Company.

Bertha Dale led a good-sized delegation of sixteen members of the San Francisco Club to the State Board meeting and Bay District regional conference at Santa Cruz last week. With our president were past State Presidents Z. Clements and Ida Reed, State Vice-President Carolyn Weber, and our first vice-president, Margaret Torreyson, with past Club Presidents Charlotte F. McClelland and Ethel L. Maxwell.

Louise Stivers has a new residence telephone number, ORdway 9487.

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BOOK SECTION MEETING

Will the members of the section please note the November meeting is to be held on the first Monday evening of the month, because of the fact that so many of our group are Forum season ticket holders and the book section just cannot function without these loyal supports being present?

We think the October meeting should have a word of praise because of the three very splendid reviews given by our own members and the high lights of the lecture, given by Mrs. Gabrilowitsch, and told to us by Ida Lord.

Dr. Harriet Ward gave a most comprehensive interpretation of "*The Way of All Women,*" written by Dr. M. Esther Harding. Dr. Ward's paper included so many fine points pertaining to women in their relations with one another that space does not permit quoting all, but this we think is really worth remembering: "By their very nature, women need to keep the emotional atmosphere clear. If a misunderstanding arises, they should not be content to either lay the problem aside, or gloss over the difficulty. They need to come to a mutual comprehension regarding the situation. Each one should clarify her own attitude, and reach an understanding of the other's motives and viewpoints. This requires a thorough discussion of the incident, whatever it may be. *This is hard work,* but it leads to a recognition of the truth of the matter—the truth, not so much of *fact,* as of *feeling.*"

Cecilia Spade certainly gave a delightful account of *Anthony Adverse* by Hervey Allen. She told the story (the book covers some 1200 pages plus) without notes. There is no question but that Mrs. Spade enjoyed reading this tale—concisely, dramatically, she gave it to us. As a result the book *Anthony Adverse* has been purchased for the club library.

Louise Stivers covered the book *Glibson,* by Tichenor; she did a good job of it too. Mrs. Stivers told of personally meeting the author to learn something of the type of man who would be interested in writing this sort of novel. The story is worth reading; if you are of the group that long for the good old days of 1928, it will be a revelation as to the types, manipulations, and publicity stunts that maintained the 1928 brand of prosperity, and if you are of the group that seeks a sound, worth-while, social order you will enjoy *Glibson* just because he is a fellow you have always known—and had your doubts about.

Remember the date of the next meeting: November 6, at the club rooms. Do come and bring your friends. It is your section and we like you to be one of those present.

G E D

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Just a reminder that Kay is celebrating her second birthday in this adorable shop! Her extra special hat offerings are at $5 and $6.50 . . . and for those prices you can have almost any type hat you wish . . . made right on your head (also made-up ones to choose from)! And remember remodeling for $3.
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PRospect 997

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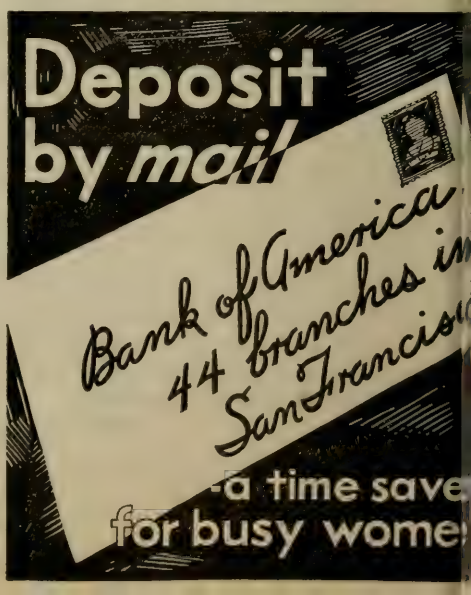

SPECIAL COLLECTIONS

The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

RECEIVED

Vol. 10 NOVEMBER 11, 1933 No. 45

Weekly Program *Coming Events*

November 14—Dramatic Section, 7:30 P. M.

November 16—Choral Section, 6:45 P. M.

November 16—Thursday Open House.

Hostesses

Alice Kennedy

Rose Haas Hazel Jacoby

Edith Floyd Allene Schuerbrock

Frances J. Eagan

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.

At Club Rooms.

NOTICE TO MEMBERS

Article IX, section 1, of the By-Laws reads as llows:

"Nominating Committee. There shall be a Nomiting Committee consisting of three members of e Club. The Chairman of the Nominating Comittee shall be appointed by the President, one ember of the committee appointed by the Board Directors and the third member elected by the ub at the first business meeting in December of ch year. Nominations for the third member shall made from the floor, and where there is but one ndidate, the election of this member of the Nomiting Committee to be *viva voce.*"

The president has appointed Carolyn Weber chairan of the Nominating Committee.

FLORENCE ATTRIDGE, Recording Secretary.

CONTRACT BRIDGE

So far we have had no answers to the last bridge oblem. Here it is:

West plays the K Spades and takes the trick. eads the A or Q Spades and South takes it with H. Leads K Clubs and overtakes with A in dummy. eads 8 Hearts and takes trick, E playing small mp. North leads 2 Hearts, East plays 5 Hearts, uth takes with 10 Hearts. Leads 2 Clubs, takes th 9 Clubs in dummy. Leads Q Club, South takes th J Hearts. Leads 5 Diamonds and takes with J amonds in dummy. Leads K Diamonds, takes ick. Leads J Clubs and discards Q Diamonds. eads 10 Clubs and if East does not trump, discards Diamonds. Leads K Diamonds and whichever way ast trumps can overtake with A or Q of Hearts, aking the eleventh and twelfth tricks.

We have several applications for beginners' asses, and as soon as we can fill a class, we will art. So send in your applications now.

CAROLINE BACHICH.

CHORAL NOTES

There is nothing very exciting to announce in connection with the Choral this week, but it is only the lull before the storm, so to speak, the storm being an unusually active winter season. However, it is not amiss to extend an invitation to join the Choral. Sopranos are especially needed and altos—well, the more the merrier.

Practice on the new Christmas cantata and a little work on the songs for the dinner meeting, November 21, are scheduled for next Thursday.

ELSIE MACLAREN.

ADVERTISING MANAGER

With this issue of THE BUSINESS WOMAN you will notice a change in the staff of your paper. Mrs. Margery Shaffer, who has been our advertising solicitor since the beginning of the club year, has been forced to resign from the staff, because she has begun a strenuous schooling in preparation for a new profession. Our sincere thanks go to Mrs. Shaffer for her conscientious efforts on behalf of THE BUSINESS WOMAN, and we feel sure that her fellow club members join us, and also in wishing her success and happiness in the new field.

The president's appointment of Mrs. Cecilia Spade as advertising manager was ratified by the Board of Directors at its last meeting. We are pleased to add Mrs. Spade's name to our little staff, and know that we can count on the co-operation of the members and the advertisers to help her in this new club work, as they have in the past. If any member knows of a firm which would be interested in our columns, and will telephone to Mrs. Spade at GArfield 9000, Local 2504, it will be of much help to us. It is the team work of everyone that counts, as Nan Lawrence described it so effectively in her write-up of our theater party in the issue of October 21.

The Business Woman

Published Weekly, 609 Sutter Street
San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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BUSINESS WOMAN

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Associate Editor..... Dr. Phillis Bourne
Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Cecilia Spade

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Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

ROSTER CHANGES

We welcome the following new member to our ranks:

Slaughter, Miss Garnet
950 Bay Street, ORdway 6055
Secretary, Leslie L. Hubbard,
Attorney at Law,
625 Market Street, EXbrook 0237.

Changes of address and telephone numbers:

Gertrude Tubbs, Fielding Hotel, 386 Geary Street, GArfield 0980.

Walda Rowcroft, residence phone PRospect 0921.

Caroline Bachich, 15 Hermann Street, MArket 3698.

Marcella Maden, 1533 Thirty-fourth Avenue, MOntrose 2806.

Dr. Josephine M. Fernald, 1207 Arguello Boulevard, MOntrose 7223.

Florence Drake LeRoy, 780 Post Street, GRaystone 5958.

OPEN HOUSE

The usual pleasant Thursday night meeting was made more so by the presence of the following members we seldom see: Ida J. Lord, Charlotte McClelland, Lilian Elias, Frances Eagan, Blanche Wilson, and Gertrude Tubbs with her delightful guest, Mary Blakemore; also Elsie Talbott, the guest of Dr. Crockett and a prospective new member. We hope she enjoyed us and will become one of us.

We have Susie Hicks to thank for the delicious chocolate cake we enjoyed so much. She has promised us the recipe, so watch for it, girls, in the next issue.

M. McL.

SAVE THIS DATE

Who is Al Joy? Rather, who and what isn't? We all know who he is. These are some of the things he isn't. He is never slow nor dull. He is never in the back row. I can remember when a ball game was not a ball game unless Al with his green hat was in the press box. And what good was the Press Show or the midnight one—without Al in the cast?

We are in luck: Al Joy is going to stir us up with his wit and fun on Tuesday, November 21. November is a month that is full of good things for the members of our club. Keep your dates straight. No matter what else you miss, you will want to hear our brilliant speaker on November 21. Save this date.

E. S. Adams

HAVE YOU GOT YOUR TICKETS?

The big night, November 27, will soon be here. As we told you before, the Dramatic Section is putting on a show consisting of three one-act plays under the direction of Eva Smith Hackett, for your pleasure, and incidentally for a substantial addition to our club reserves. We are on the gold standard and intend to stay there. All tickets fifty cents unreserved.

Interesting news leaks out from behind the scenes week by week. The latest is the distinguished list of some of our best club actresses who will take part, and here it is: In the first play, Clotilde Grunsky, Charlotte McClelland, Lenore Underwood, and Margaret Bell. In the second, Caroline Bachich and Belle McDonald; isn't that some team? In the third, Thelma McGuire, Josephine Rudasill, Lou Alfsen, Lilian Elias, Ednah Butler, Florence Ashbridge.

The names of the ticket-selling committee under Nell C. Boardman as captain were published in last week's Business Woman. We shall have more news for you next week. Watch for it.

Rose Bezek,
Chairman, Dramatic Section.

CIVIC SECTION

We have had another panel discussion, and voted it a marvelous success. The rain was responsible for many of our regular fans missing a great treat, but all those who did attend were enthusiastic in voting the meeting of October 30 one of the best yet. Of those who took part in it, we may paraphrase, "They came; they spoke; they conquered." Rosalee Vesy ble touched on the different peace and disarmament conferences, and gave the underlying reasons for their failures, and their successes. Suzanne Bolch told us how treaties are made, laying the blame for the Great War on the nation which had violated a treaty. Hulda McGinn gave reasons why we do not disarm. Polly Hatch showed us the economic consequences of war, and pointed out that when we have found a way to eliminate private gain from the waging of war, we shall have found a path to permanent peace. In spite of the fact that the lead of the discussion, Lenore Underwood, got on a tour, came late and was accused of "ambulance chasing," which she quite charmingly refuted, she was a most capable chairman and contributed much toward making the discussion a success. We are proud of our members. Each of them spoke with authority, in her chosen field, and convinced an interested and delighted audience. Thank you all for giving us of your time and your talent.

L. Stivers.

THREE MONTHS TO GO

as it occurred to you that there has been a
ly increased attendance on the part of members
guests at the various section meetings of our
during Miss Dale's administration? The re-
sibility for interesting that prospect of yours
inducing her to sign on the dotted line rests
you, the individual member, as well as with
Membership Committee. If your friend is inter-
in books and the fascinating field of literary
ity, bring her to Grayce Dempsey's section;
ill find a congenial group of book lovers, stimu-
g reviews or the best in the recent publications,
casional outside speaker of distinction (John
arry this week), and book and author chat by
witty Elmina Kelly, Louise Stivers, and others.
tendance at the Civic Section has been remark-
as Doctor Crockett has presented programs in
all thinking women in business and the pro-
ons are greatly concerned during these uncer-
times of change and business stress. This sec-
alone is enough to attract the serious-minded
an who is seeking to understand the economic
avals of today.

r recreation and diversion, what could be more
ficial and delightful than the Choral Section
r the leadership of a trained professional mu-
n like Florence Drake Le Roy? As Mrs. Fink
you in her talk at the last program dinner, noth-
s finer for your mental and physical well-being
to sing for an hour or two. See if your new
per is not interested in singing once a week with
group which has been active in our club for so
years. You know, Mrs. Le Roy says that if
an talk, you can sing!

similar recreational activity is our Dramatic
on under the chairmanship of Rose Bezek and
plendid coaching of Eva Smith Hackett. In her
t heart every woman thinks of herself as an
ss, and as a matter of fact, we have uncovered
me of our most diffident members unexpected
y to project over the footlights personalities
idely varied as drug addicts, pickpockets, dig-
professional women, fascinating Spanish señо-
as well as many masculine roles exceptionally
portrayed. Physicians and psychologists will
ou that playing a part widely divorced from
day-by-day routine is as stimulating as a vaca-
n a foreign land.

e Business and Professional Women's Club of
Francisco offers a widely diversified program of
ities for the evenings of the woman employed
g the day; activities so varied that every
an will find something of value in the programs
nted.

t us make the next three months, the last quar-
f this administration, an exceptional one so far
embership is concerned, and try to add to our
oster the longest list we have thus far achieved,
at Miss Dale may point with pride to the loyal
eration of every single member of this club.
epend on you. Let's go!

ADAH RUTH TAYLOR,
Membership Chairman.

Patronize the Advertisers
Tell them:
"*I saw it in* THE BUSINESS WOMAN"

THE NEW BREED

(This little poem, sent to THE BUSINESS WOMAN by our Nan Lawrence, was written by her sister, Mrs. Cameron. Thank you, Nan, for remembering us.)

When Uncle Sam in accents loud called all his golden eagles in,
Some sought a place to hide away with care each precious golden bird,
Until they learned what would be done to eagle hoarders, every one,
And then the eagles were returned to Uncle Sam without a word.

That happened in the early spring when birds returning seek their mate;
And ere the summer ended, we large flocks of eagles could behold.
The golden eagle found a mate, an eagle blue, so kind and great;
And from their mating there has come a brood of eagles, blue not gold.

Those who gold eagles never knew, rejoice today that they can see
Within the reach of everyone, a bird that to the nation brings
New life and hope and drives out fears from East to West. When it appears,
Discouraged souls look up and see a nation's healing in its wings.

Blue eagles now are in demand and can be had from Uncle Sam.
The mother eagle, NRA, brings out new eaglets every day.
When all have eagles, we are told, the eagles blue will turn to gold,
For Uncle Sam says NRA is bound to save the U. S. A.

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EVENINGS BY APPOINTMENT

CLUB NOTES

ADAH RUTH TAYLOR

Your reporter had the pleasure of meeting Boulder City, Nevada, Club's charming junior past president, Mrs. Marda Eldle. Mrs. Eldle, who is a pharmacist, has located in San Francisco, and expects to transfer her membership to our club. Your membership chairman will stay on the job.

Misses Gada and Glenn of Carmel passed through San Francisco on their return from a fishing trip to Oregon. They told of catching the largest rainbow trout of the season; the fish was 19½ inches long and weighed 4¼ pounds. The girls also found two unusually large mushrooms, weighing 4½ and 2½ pounds. Miss Glenn has gained in weight and looks exceptionally well.

Bert Stalder tells us in a letter that while visiting relatives in Rock Island, Illinois, she was offered a very fine office position, which she has accepted. This will keep our Bert many miles from us. She writes: "My heart will always be beating with fond memories of the many pleasant contacts I have made with our San Francisco Club." Mrs. Stalder sends best regards to her many friends in the club.

Daisy Denis has been ill for several days with lumbago. We hope to have Mrs. Denis with us soon. She is a chronic Thursday nighter and we miss her pleasant smile.

Viola Hawke has taken two prizes out of three with her entries at the Camera Club contest. Congratulations, Viola!

Adah Ruth Taylor, your reporter, will be among those modeling size sixteen at the Western Women's Club fashion show luncheon and bridge on Wednesday, November 15. Mrs. Hyman is showing her latest fashions.

Marcella Maden has returned from a month's visit to Santa Barbara and Los Angeles.

Carolyn Weber tells us that an error was made in mentioning the hostess club which entertained her during her recent southern trip. This should have been the Santa Barbara Club. Our apologies to both.

We understand the Traffic Club's ship dance last Friday evening was a great success. Jack Densham, the *Chronicle's* marine editor, bewailed in his column that all the attractive members of the Traffic Club exhibited lynx-eyed and watchful husbands.

Congratulations to Louise Stivers on her new position. Mrs. Stivers has been made secretary to her company. We trust that her added duties and responsibilities will not interfere with her club activities.

Post cards have been received from Mabel Pinger, who is having a delightful motor trip from her home in Columbus, Ohio, to Washington, D. C., to visit her cousins, the Frank Pingers. Doctor Pinger, who is in the Army Medical Corps, is stationed at the capitol.

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If there's anything new under the skies in the w of hats, it's at Kay's first. Her deft and talent fingers twist a bit of felt, suede, or fabric, cut flip it: behold a hat of Parisian chic and distin tion! For $5 and up. Remodeling done to perfe tion for but $3, and hats cleaned and blocked for price of a manicure.
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San Francisco
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SPECIAL COLLECTIONS

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Business and Professional Women's Club of San Francisco, Inc.

. 10 NOVEMBER 18, 1933 No. 46

Weekly Program

Coming Events

CALIFORNIA LIBRARY DEC 9 - 1933 RECEIVED ACADEMY OF SCIENCES

November 21—Dinner, 6:15 P. M.
Western Women's Building.
Speaker, Al Joy.
Subject: Who Pays for Advertisement?

November 23—Choral Section, 6:45 P. M.

November 23—Thursday Open House, 8 P. M.

Hostesses
Grayce Dempsey
Ida Grebinar Daisy Dennery
Sara Rosenberg Allene Schuerbrock
Daisy Dennis

SECTIONS

Book—Second Monday, 7:30

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

AL JOY

November 21

ur Guest Speaker—the man with a rapier wit—
Joy.
Iis subject—WHO PAYS FOR ADVERTISE-NT?
lawyer, an actor, a newspaperman, and now a cialist in publicity, who is better qualified to give a stirring talk? The fact that he carries the vy responsibility of being the Publicity Manager P. G. & E. does not in the least crimp his style. Joy is an exceedingly versatile speaker with a d of stories that fit. Come listen to this forceful, amic, and entertaining speaker, on Tuesday, ember 21. Bring that prospective member you e in tow. This will be one meeting to show her good the club is.
Ir. Joy is the first man on our program since our essful June meeting. Come out in good force, ibers, and give him the greeting he deserves. ke your reservation in time to give the cooks a nce to roast the chickens. These early reserva-s are going over big with the management.

E. S. Adams.

CHRISTMAS CHEER FUND

As the holiday season approaches, we are reminded to give a thought to those less fortunate than ourselves, both in the ranks of our own members, some of whom have lost their positions, as well as those many business women outside the club who have been victims of the depression through no fault of their own. We who are practicing in the various professions, we who are employed in business and public offices, are fortunate in having regular incomes on which we can depend. Our president, having appointed Mae Barr Long to the chairmanship of our Christmas Cheer Fund, reminds us that Mrs. Long has served the club in this fine work for several years with joy in the work and detail involved, and that the whole committee can function more effectively through early contributions to the fund. Mrs. Long with the money at her disposal is able to buy whatever is needed in quantities at better prices, so that your contribution in money and as early as possible will be thrice welcome this year.

Very fine work has been done by our Christmas Cheer Fund for a number of years. The need is greater than ever now, and voluntary contributions, no matter how small, will be of aid to the committee.

DRAMATIC SHOW MONDAY EVENING, NOVEMBER 27
COMMUNITY PLAYHOUSE

The Dramatic Section will present three one-act plays under the direction of Eva Smith Hackett. The following members will take part: Clotilde Grunsky, Charlotte McClelland, Lenore Underwood, Margaret Bell, Caroline Bachich, Belle McDonald, Thelma McGuire, Josephine Rudasill, Louise Alfsen, Lilian Elias, Ednah Butler, Florence Attridge, with the assistance of two of Mrs. Hackett's gifted men players, Mr. Alton Wood and Mr. Edward Keese.

Tickets are fifty cents, unreserved; no tax. In order to make a profit for the club, every ticket must be sold. Get yours NOW, and solicit your friends to buy, from the ticket-selling committee headed by Nell C. Boardman as captain.

Rose Bezek.

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Accounting.....Jean E. Kerrison
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CHORAL NOTES

After the Choral does its bit at the dinner meeting next Tuesday, work starts in earnest on the new Christmas cantata, which is the loveliest ever. The Choral has already been invited to sing the cantata on two occasions. There will be extra rehearsals so that when it is presented, our club may well be proud of its Choral Section.

Last week, the Choral went to the home of Merle Curington for a sociable evening. Merle is our ever-faithful accompanist, rarely mentioned, but deserving the greatest praise for her fine work and her dependability.

Practice will be at the club rooms as usual next Thursday, November 23, at 6:45.

ELSIE MACLAREN.

BAY DISTRICT MEETING

The regular quarterly business meeting of the Bay District Business and Professional Women's Clubs will be on Sunday, November 19, at the Hotel Leamington, Oakland.

Board Meeting.....10:30 A. M.
General Business Meeting .....11:00 A. M.
Mrs. Mable Gregson, presiding.
Luncheon ($ .85) .....12:30 P. M.

PROGRAM ARRANGED BY OAKLAND CLUB

At the Business Meeting the matter of discontinuing the regional meetings will be discussed and voted upon.

Reservations with Mrs. Burlingame.

GOOD NEWS

We are all working hard to make the Dramatic Show on the 27th of November a success, and a show that you will enjoy; we are now asking you to help us make it a financial success by taking a ticket, and being with us on that night. All seats 50 cents. Club members will be happy to know that we heard from our good, loyal friends, *Blanche Newton* and *Jean Goodwin Peck*, with a check for tickets to our Show. Thank you, girls; we appreciate your thoughtfulness. This was a bright spot in your Dramatic Chairman's life.

ROSE A. BEZEK,
Chairman, Dramatic Section.

FEDERAL CIVIL SERVICE

Application Blank No. 45, United States Civil Service Commission, for competitive stenographer and typist examination to be held after November 1933, stated:

"3. Age.—They must have reached their eighteenth but not their fortieth birthday on the date of the close of receipt of applications."

This provision caused many unfavorable reaction in various quarters. Madam Secretary Perkins protested, as did Congressman Cochran of Missouri. Editorials commenting adversely appeared in many of the leading newspapers of the country. As a result, THE BUSINESS WOMAN is glad to run the following Associated Press dispatch from the *San Francisco Chronicle* of November 9:

"U. S. CIVIL SERVICE RAISES AGE LIMIT

"Washington, Nov. 8 (AP) — The prohibition against employing stenographers and typists in Government service who are more than 40 years old was lifted today by the Civil Service Commission and the age limit was raised to 53.

"Federal agencies are to be urged not to discriminate against applicants because of age. In amending the recently adopted rule, the commission extended until November 30 the date for receiving applications from stenographers and typists between 40 and 53."

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THE MME. BLAIS SHOP
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1100 Sutter at Larkin

CLUB NOTES

ADAH RUTH TAYLOR

recent letter from Blanche Newton contains h news. Blanche has accepted a very nice posi- in New Haven, so will not be returning to San ncisco for awhile. Peter, the splendid little car h took Blanche and Jeanne across the continent a repair bill of less than a dollar, has gone miles since the girls' departure, 5500 of which across the country. Blanche says Peter has ed a rest and will be laid up until spring. She thusiastic about the glorious fall weather and color, although it is getting cold now, with not so many miles from New Haven. We miss girls, but rejoice in Jeanne's happiness and che's nice new job.

e were glad to see Mary Menary Giesen on rsday evening. Since Mary became a Missis, she not visited the club so often as her friends would Miss Adelaide Griffith and Mrs. Blanche L. hes were Mrs. Giesen's guests.

nna C. Clapp writes from New Bedford, Massa- etts, that it is quite possible she will remain during the winter and perhaps another year, e is finding much of interest.

arie Wilkening tells us that she has been trans- ed to the Mangels Ranch Dairy at Aptos, Cali- ia, and that she is enjoying the new work very n.

vlyn Mitchell after a glorious vacation of about ar has opened a store which she calls Mitchell's aar. Miss Mitchell takes care of all the extra of an office, stenography and multigraphing, hat extra personal need. You are all invited to and inspect this "Store of a Thousand Items" 42 Clay Street.

e are indebted to Celia O'Brien for the beauti- cotoneaster berries seen in the club rooms last k. The berries are from the upper terrace of O'Brien estate in Marvelous Marin. Thank you, a, for thinking of us. We are enjoying them.

iolet Neuenberg and her husband spent last k-end in Carmel.

ose Bezek had as her guest at Thursday night n house Mrs. Nell McDermott of Butte, Montana. McDermott was one of Miss Bezek's grammar ol teachers away back in Butte, Montana.

stelle Prager is now located at 1259 O'Farrell et, GRaystone 1800, doing social service work the unemployment relief.

etty Walton has been enjoying a week of vaca- , part of which she spent at Davis.

nita Mayer has been honored by appointment as rvising deputy of the Catholic Daughters. This office, conferred on Mrs. Mayer through the State Regent, Mrs. May Lilienthal, is a well-deserved tribute to Mrs. Mayer's faithful service for the organization.

ROSTER ADDITIONS AND CHANGES

The club welcomes the following new members:

Callahan, Florence (Mrs. F. W.)
343 Eleventh Avenue.
Bookkeeper and Cashier,
Diamond Elec. Mfg. Co.,
130 Potrero Avenue. HEmlock 3873.

Rausch, Miss Josephine V.
3740 Twenty-fifth St. MIssion 2712.
Board of Education, Civic Auditorium,
HEmlock 4680.

Changes of address:

Minnie F. Dobbin, 150 Urbano Drive, ELkridge 1347. 1670 Mission Street. UNderhill 6262.

Evlyn Mitchell, new business address, 342 Clay Street, GArfield 5512.

Mary D. Crookston, 2969 Jackson St. WEst 7260.

Estelle Prager, 1259 O'Farrell Street, GRaystone 1800, Citizens' Unemployment Relief Committee.

REMEMBER NOVEMBER 27

It is necessary for each and every one of you to put your shoulders to the wheel and push for all you're worth. The tickets are selling well, but we MUST sell 644 tickets to be a success—the success which will enable us to turn over some real money to our Ways and Means Committee, which needs it to keep the club running as we want to have it.

We know you all mean well, but everyone procrastinates at times. There are only ten days left, so make your last effort to sell tickets to all your friends at fifty cents each. At this price anyone can afford to come; it is up to each one to sell them the idea of being there (of course, collecting the fifty cents as soon as the idea goes over).

Rose Bezek has been working hard. Her ticket-selling committee are backing her up 100% and getting results. But this is not just for the committee or the Dramatic Section. It is for the club, and you are privileged by being a member of this wonderful organization.

If every member purchased one ticket each, the theater would be two-thirds sold out, and, of course, there are a great number who will buy more. We of the Dramatic Section are enticing all our friends to buy with the bait that they can see us perform.

We expect to see all of you on Monday evening, November 27, at the Community Play House.

THELMA MCGUIRE.

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A San Francisco man
Who refused a good offer
To go to New York
Because he was in love
With his home town
Of San Francisco,
And considered all time
Spent anywhere else
As wasted time.
So I asked him one day
How often he drove up
To the top of Twin Peaks
Or took a nice jaunt
Out to Fisherman's Wharf
Or climbed Telegraph Hill,
Or spent an hour or two
In Golden Gate Park,
Or walked The Embarcadero,
Or strolled along the beach
Or visited the Presidio
And looked on Golden Gate
Or ferried to Sausalito,
And Marvelous Marin;
Or sat in Union Square
Or went up and down
His beloved Market Street,
And what do you suppose
That truthful man told me?
Exactly that, my friends,
But finished up proudly
By saying he was satisfied
Just to know they were there
And he could see them
Any time he wanted to.
And how about your-own-self?

(Dr. Frieda Kruse drew our attention to this blank verse tribute to our city from the column of "Scotty" in the *San Francisco Chronicle*. It applies to too many of us who have but a beaten path between office and home. Thank you, Dr. Kruse.)

THE MAGIC CUPBOARD

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Dinner, 5 to 7:30 P. M.
Sunday Dinner, 4 to 7:30 P. M.

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FICIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

l. 10 NOVEMBER 25, 1933 No. 47

Weekly Program *Coming Events*

November 27—Dramatic Section,
Community Playhouse,
Western Women's Building.

November 30—Thanksgiving.

There will be no meeting of the Choral Section and no Thursday Open House.

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

ANNUAL DRAMATIC EVENING

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"BEHIND THE SCENES"

The Business Woman

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Single copies..... .05

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Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

THANKSGIVING

"And when they had reaped their corn and garnered it into barns, the governor of the colony declared a day of Thanksgiving, for this little company had been brought to the close of another year, in this new land safely."

More than three hundred years ago was established the autumn feast of Thanksgiving, the one holiday of the year that is America's own. While it is fitting that we have no club observance, since it is particularly a home holiday, THE BUSINESS WOMAN wishes for every member a Thanksgiving of joy and good cheer.

CHORAL NOTES

It was decided to forego the pleasure of M LeRoy's November lecture on the opera because last Thursday in November falls on Thanksgiv Day. There will be no meeting of the Choral Sect on that day.

During the month of December, every Thurs will be required for concentrated practice on cantata and Christmas carols in order to be in re ness for the holidays.

ELSIE MACLAREN

Are you going to receive a Christmas check fr the Bank of America this year, or are you j wishing you were, and starting a fund now wh will solve your Christmas problems next year?

ROSTER CHANGES

Please keep your roster up to date by making following changes:

Julia Robb (Rossow), 6108 California Str EVergreen 1378.

Thelma McGuire, 2709 Jackson Street, FI llm 3024.

OPEN HOUSE

A new idea sort of came upon us sudden-like it were, and we asked Mary Eleanor's to help develop it by making a large birthday cake November girls. If the idea pleases, about the dle of each month we will have such a cake, and h as many as possible having birthdays that mo will join us.

We were most happy to be able to wish Ha Birthday to Rose Haas, Frances Egan, Mary B and Dr. Adah Ruth Taylor, this time.

It gave us great pleasure to greet Louise B Lucia Steidel, Florence Hogan, Lillie Kuck, Margaret Lewis, members we do not see often well as a brand-new member, Mrs. Florence Callal

We were happy to have as our guests Miss Mu who came all the way from Richmond with H Haas, Florence Capella, guest of Lena O'Con and Ida May Smith, guest of Margaret Lewis.

What a treat we had in the delicious home-m candy brought to us by Rose Haas! Thank yo much, Rose!

The Thursday Nighters want to express tha and appreciation for the generous response to t appeal for new cards. We are now completely carded, and games should greatly improve.

Following is the recipe promised for the delic cake which Susan Hicks made for us a few w ago. And, girls, here's a secret Susan whispe This cake is a celebrated one made by "Candle G Inn" of Minneapolis, and was given to her by friend, Agnes Wray, whom we had the pleasur meeting at our Hallowe'en party.

Chocolate Nougat Cake

Cream ½ cup of butter and 1 cup of sugar. 2 squares of melted chocolate with the sugar butter. Add 1 egg, unbeaten; 1 cup sour milk; cups flour, sifted with pinch of salt and 1 level spoon soda; add at the last ½ cup of nut meats ½ cup of cooked, sweetened dates.

Icing

About 2 tablespoons of cream, 1 tablespoon butter, 1 square of melted chocolate, and all powdered sugar the above will absorb—about cups. Beat until fluffy and spread on cake, w cake is cool.

CHRISTMAS CHEER FUND

The Christmas Cheer Fund Committee under the leadership of Mae Barr Long, chairman, is requesting the members who wish to contribute to this fine club activity to send their checks in as early as possible, so that they may take advantage of quantity buying. There will be many deserving people not reached by organized relief, whose holidays will be made happier through our club. Those of you who are not so familiar with this function of your organization can have no realization of the thrill which awaits you on hearing Mae Barr Long's report at the annual meeting in January.

n buying your Christmas cards please think of Margaret Mary Morgan Company, which prints BUSINESS WOMAN. You will find an excellent rtment of lovely cards at 619 California Street.

HERE AGAIN

ear Members: I know you are getting tired of bally-hoo, but we are so anxious to make our matic Show a financial success! We are having he banjo player—Radio Artist Joe Jakelovich—one of the finest piano artists, Raymond Foote, in the Bay district and one who won recognition uch, also awarded several prizes. You can't afl to miss the show at any price. Will see you on 27th of November at the Community Playhouse. kets, 50c. ROSE A. BEZEK.

When you are all "dolled up" for the Big Game, you have a clear conscience because you bought r dress, hat, shoes, and furs from our advertisers?

WOMEN'S INSTITUTE DINNER

The president and members of the Business and fessional Women's Club have been invited to nd the Institute Dinner for Women, sponsored the San Francisco Classroom Teachers' Associaand the Second District, California Congress of ents and Teachers.

The dinner will be held on Tuesday evening, Noember 28, in the Concert Room, Palace Hotel; time, 0 P. M.; price, $1.50. Reservations should be de with Mrs. Burlingame not later than Monday, vember 27. Reservations must be accompanied by ck.

The theme of the Institute is "Co-operation with Public in Education." Guests may accompany mbers, and it is hoped that a good sized group of se who are interested will attend this dinner.

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RECOMMENDATIONS OF THE SATURDAY REVIEW

This is a final list of books for your winter reading to be run in THE BUSINESS WOMAN:

Roman Pictures. By Percy Lubbock. A delightful portrayal of Rome and Roman types.

The Saint and Mary Kate. By Frank O'Connor. A tragic tale of Irish tenement love.

British Agent. By R. H. Bruce-Lockhart. Experiences in Russia before and after the Revolution.

Autobiography of Lincoln Steffens. A highly interesting record of the life of a crusading journalist.

Earth Horizon. By Mary Austin. Autobiography of highly interesting character of a woman of remarkable personality.

The Shadow Flies. By Rose Macaulay. A novel through the pages of which walk Robert Herrick and his associates.

A Half Day's Ride. By Padraic Colum. A collection of impressions and comment.

The Signature of Pain. By Alan Porter. A volume of poems of fine calibre.

Hindoo Holiday, by J. R. Ackerly, an Englishman's amusing record of experiences at the court of an Indian prince.

Enchanted Woods, by Henry Baerlein, account of a walking trip through Transylvania, humorous and charming.

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CLUB NOTES

ADAH RUTH TAYLOR

Our president, Bertha Dale, has been asked to speak at the Institute Dinner for Women sponsored by the San Francisco Classroom Teachers' Association and the Second District, Congress of Parents and Teachers, on November 28 at the Palace Hotel.

Charlotte McClelland will leave November 28 for Los Angeles, where she will spend Thanksgiving with our member, Lily Holden.

Louise Stivers and Cecilia Spade have been entertaining their sister and two nieces from Truckee over the week-end.

We had a long chat with Julia Rossow last week, and she told us that she was granted her interlocutory decree of divorce, and that she will resume her maiden name, Julia Robb.

Bertha Pierce has been home several days with a badly sprained knee. Miss Pierce was greatly missed on Thursday noon by the girls who fold THE BUSINESS WOMAN. She is one on whom we can always depend to help with that job.

The Hackett Players have added one of our talented actresses to their group, Thelma McGuire. Maybe they saw Thelma in the role of the dope addict, in which she did such excellent work with Rae Morrow and Elsie Maclaren.

Letitia Farber called a conference recently on discrimination in wages for women under the NRA before the City and County Federation of Women's Clubs. This subject will be taken up later before the San Francisco District Federation, which covers fourteen counties. It may be possible to get some action to correct obvious injustices in wage scales, if organized women will exert their influence on behalf of women working for a barely living wage. Letitia has been more than busy lately. When are we going to have a chance to hear the fine talk on *Impersonal Thinking* which she made before To Kalon Club, and the one before Laurel Hall Club on *How Woman Obtained Her Present Status?*

Mary Bear had a delightful surprise birthday dinner at the Rose Bowl of the Palace Hotel, no less. Mary's friends took her out to dinner, advising her it was to be coffee and. However, it ended in a much nicer party than that.

Two of our most interesting women, Dr. Crete A. Crockett and Miss Elizabeth Adams, have joined our Dramatic Section.

Are you going to look your best for that Thanksgiving dinner? Patronize the advertisers in THE BUSINESS WOMAN for that facial, finger wave, permanent wave, or bob.

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The BusinessWoman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 | DECEMBER 2, 1933 | No. 48

CALIFORNIA ACADEMY OF SCIENCES
DEC 9 - 1933
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Weekly Program

Coming Events

December 4—Civic Section, 7:30 P. M.
December 5—Dinner, 6:15 P. M.
Western Women's Building.
Business Meeting.
December 7—Choral Section, 6:45 P. M.
December 7—Thursday Open House, 8 P. M.

Hostesses
Nell Boardman
Ednah Butler — Shirley Radke
Laura Gibbel — Allene Schuerbrock
Elizabeth Mowder

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

CIVIC SECTION MEETING

The Civic Section will meet on December 4 promptly at 7:30. This will be the last meeting for the present year, and as we have a long and interesting program, please come early so that we may conclude by 9:30. There should be sincere interest and thoughtful consideration of the 170 Million Dollar Water Act, which will come before the electorate on December 19 next. That we may inform ourselves regarding this act, two speakers will present the salient facts.

Mr. W. J. Locke will speak in favor of, and Mr. Douglas Brookman against, the act.

Each speaker will have ten minutes with five for rebuttal.

The regular program will follow.

There will be a symposium on certain phases of present conditions in our city.

Dr. Harriet Ward: Playground Situation.

Mrs. Estelle Prager: The White Collar Woman.

Mrs. Walda Rowcroft: The Red Cross Sewing Room.

Miss Naomi Hammond: Dependent and Delinquent Minors.

DR. C. A. CROCKETT, Chairman.

BAY DISTRICT MEETING

The regular quarterly meeting of the Bay District, California Federation of Business and Professional Women's Clubs, was held in Oakland on Sunday, November 19, President Mable Gregson presiding. A board meeting was held at 10:30 A. M. and a general business meeting at 11 A. M., followed by a luncheon, with Oakland Club as hostess. Mr. Warren, District Attorney of Alameda County, gave an exceedingly interesting talk on *Crime*.

The important business transacted at the quarterly meeting was the vote to discontinue the monthly regional meetings, or social get-togethers, which have been held by Bay District the last two years, between quarterly meetings. While the attendance has been gratifying to district officers and hostess clubs, the regional meetings roll around somewhat too frequently, and the planning of programs, speakers, and lunches imposes a burden on the individual clubs which are geographically situated to make them convenient for such meetings.

WINTER HIGH JINKS

Better begin to plan for the meeting on December 19. Callie B. with the merrie crew of the Dramatic Section is working up some fun for us. She tells me that the Podunk District School is to have a Christmas celebration. You who come to see the little boys and girls must consider yourselves the papas and mammas of the kids. If you want your little boys and girls to get each a Christmas present from the school tree, you must help out Santa Claus. He writes Callie that he is very poor this year. So you who are good Santa's helpers wrap up a nice little fun gift and deliver it at the club rooms addressed to SANTA CLAUS—any time between now and December 19.

For those who like processions, Margaret Torreyson will lead the Parade of Suppressed Desires. That means you will have to dress up to represent the thing or person you have always wanted to be, but never had a chance to be. Only those who can let themselves go are eligible to march in this parade. This is a fine chance to show the world what you might have been had life treated you otherwise. Be sure you consult Margaret in this matter. She has several all signed up.

More about these high jinks later.

E. S. A.

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DIRECTORS

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Rae Morrow Margery E. Shaffer

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Except Saturdays

CHRISTMAS WELFARE APPEAL

For the benefit of those who have recently come into our organization, it is felt that some information as to the history of the Christmas welfare work of this club should be given.

About ten years ago the members decided that they wanted to do something for those who were less fortunate than they, and particularly for the woman of the business world who found herself in distress financially, cases of the type which never reach the ears of organized charities. Accordingly, the members were requested to notify the committee of any person or family they knew to be in need, and who would not otherwise have a good Christmas dinner.

We started, of course, in a very small way, it being our aim not to just give the bare necessities and stretch our money as far as possible, but to give to as many as we possibly could and yet give them a dinner which we ourselves would like. Fresh chicken, vegetables, jams, jellies, crackers, jello and cake, fruit, popcorn, and candies have been included in every box. We have also furnished canned goods of various sorts, pancake flour, rice, macaroni, noodles, etc., so that each family has had at least a week's supply of food. As each successive year rolls by, we have been able to increase this work, so that during the last two or three years we have taken care of about sixty families or cases each Christmas, in addition to furnishing candy and popcorn to the children in McKinley Orphanage.

Some of our members or friends have suits, coats, dresses, or sweaters which they feel are a little too shabby to wear to their offices, or of which they have tired. If these garments are clean, some other woman in need of just such articles would be happy to receive them.

FUNDS ARE NECESSARY TO CARRY ON THIS WORK. If each and every member of our club would give $1.00, we could do a splendid job. Those of us who can give more are urged to do so in order to make up for those whose financial conditions or responsibilities will not permit of any donation. PLEASE GIVE WHATEVER YOU CAN. Checks may be mailed to Mae Barr Long or direct to the club, preferably the latter. Funds are requested rather than food donations, because your committee is in a position to buy everything wholesale, thus securing a great deal more for the money. Gifts of home-made jams and jellies are always welcome. They add a finishing touch to the baskets.

The committee, in accordance with its usual custom, appeals to the membership for information with respect to needy families, but particularly with reference to needy business women. Please give as accurate a history of the case as is possible, being careful to see that the *correct name and address* are furnished, the number of persons in the family, and the ages of all children.

Please mail your contribution at as early a date as possible, in order that your committee may know just what funds are to be available for this year's work.

MAE BARR LONG, Chairman.

DID THIS EVER HAPPEN TO YOU?

Through all my life I sported
A hat, that bore a brim,
But when small hats grew stylish,
To wear one, I'd a whim.

A tiny new creation
Adorned my classic brow,
And speaking slangy phrases,
To me it was a "wow."

I hied me to a movie,
And acting up to law,
Removed my simple turban
Of ribbon and of straw.

Too soon the show was ended,
Of Micky Mouse and Cat,
Two reels of motion pictures,—
But where, oh! where's my hat?

I searched beneath the benches,
The seats—and on the floor;
I asked my nearby neighbors
To help me to explore.

Then next I called the ushers;
Their flashlights scanned the space,
My stylish little "dinky"
Gave all a merry chase.

And twice around the pictures
Unwound their merry tale;
To find my wandering head gear,
All methods seemed to fail.

'Tis plain that some one swiped it,
No use to further look;
I left with scarf and satchel,
My coat and library book.

The midnight air was chilly,
I sensed a cold and cough,
I pat my hair—my turban.!.!.!.
I forgot to take it off.

CORNELIA F.

WHO PAYS FOR ADVERTISING?

t takes a man to get the women out! About a ndred became "advertising conscious" after aring Al Joy Tuesday evening, November 21. e advertising of Al Joy gave us the impression t some laughs were ours, if we were there, and he ved "truth in advertising" by beginning with a e of stories that roused the sleepingest guest after earty dinner. Then he traced a day's activities advertising labels, to prove that everyone of us cts articles, products, necessities, and luxuries ause of trademarks, slogans, and other forms of ertising—all of which may be done consciously nconsciously. Now I find myself looking at the els in my clothes, and tonight, at dinner, I'll obably turn my plate upside down to find out ere it came from! He tickled our palate with a rsel from Babson to the effect that if it were not the women, civilization would sag back five years ry twelve months! When he enumerated slogans a number of our every-day "necessities" and nforts, we could understand that by education, ough advertising, women have risen from the nning wheel and thrown away the old roller towel nd are quite content with rayon and Kleenex ile they develop their suppressed desires.

And our very own choral, under the direction of rence Drake LeRoy, contributed a generous bit of mony in three very lovely numbers—and were we ud of them! Their work should attract many re of our members to the choral. We all enjoy ng lifted "on wings of song."

FRANCES RAYMOND.

(An article by Earnest Elmo Calkins in *The tarian* magazine will interest both those who rd Mr. Joy's fine talk on *Who Pays for Advertis-* and the members of the Civic Section who dis-sed the cause of world peace at the recent section eting. Mr. Calkins says: "There is a workable n for stamping out war by advertising. It was pared, not by an impracticable pacifist, but by uce Barton, a hard-boiled advertising man. The n is as sane, as documented, as practical as any r submitted to a cigarette manufacturer or motor- magnate. It was published in *The American gazine* with examples of the kind of advertising ommended under the title, 'Let's Advertise This ll!' But though disarmament is the greatest gle issue before the world today, though war bs three-fourths of our tax dollar, though every n, woman, and child is concerned and would be efited, no important newspaper as far as I know ve this important article mention. The news-pers are lukewarm because the public is lukewarm, and the public is lukewarm because it is ignorant. It must be told.

"It is simply a matter of changing a world's thinking. Advertising can do that, for that is advertising's job: to combat indifference, create action, achieve a purpose. And because averting war . . . is not the concern of any one industry or group, this advertising must be a public charge and thus may properly become one of the functions of governments.")

MEMBERS, ATTENTION!

This is to remind you that the membership will elect the third member of the nominating committee next Tuesday evening. Candidates are nominated from the floor. If there is but one, she is elected *viva voce*. This is an important part of your membership; please be present.

CHORAL NOTES

Saturday, November 18, was one of those golden days for which California is famous, when the Choral journeyed down the peninsula to the new home of Minna Brown in Burlingame.

Inspection of Minna's interesting garden was followed by a cozy hour or two before a crackling fire in the living-room. Bridge, handiwork and chattering were enjoyed until a delicious supper was served to the accompaniment of songs, stories and jokes. Miss Louise Floyd, Edith's sister, entertained with sprightly tunes upon the harmonica.

Anyone who has heard of Minna Brown's reputation as a gracious hostess can appreciate that we departed reluctantly when it came time to say good night. Many thanks to Minna for a jolly, good time.

ELSIE MACLAREN.

A TRUTHFUL MESSAGE

You owe it to yourself to LOOK and BE your VERY BEST on all occasions. Then, why let those UNSIGHTLY superfluous HAIRS cause you to be SELF-CONSCIOUS, ANNOYED and EMBARRASSED, when you can have them PERMANENTLY removed by my scientific electric needle method, which leaves the skin smooth and lovely and absolutely WITHOUT SCARS? References of happy, grateful patrons, if desired. Telephone SKyline 6118.

CHARLOTTE F. McCLELLAND
Electrolysis Specialist
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Tea
Dinner, 5 to 7:30 P. M.
Sunday Dinner, 4 to 7:30 P. M.

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510 Howard Building, 209 Post Street
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CLUB NOTES

ADAH RUTH TAYLOR

After thirty years of service, Edythe Wiltse has been retired from her duties at the U. S. Army Finance Office. Mrs. Wiltse left Thursday morning for San Luis Obispo for a week's visit with her sister and from there she will go to Palm Springs, where her daughter is spending the winter. We hear that they are going to Florida later, and that Mrs. Wiltse plans to live with her daughter indefinitely.

Mae Barr Long has returned from a business trip to Sacramento, where she spent several weeks.

Rae Morrow was a week-end visitor in Sacramento recently, and spent some time with Hazeldean Mitchell Snedden in Hazel's new home.

After having Thanksgiving dinner with friends in San Francisco, Fern McGrath left on a night train for Kansas City, where she will spend a late vacation with her parents. Fern will visit the Kansas City Club, where she was a member before coming to California.

Clara A. Saunders has returned from a delightful trip to Europe and is now living at the Sir Francis Drake Hotel.

The club extends deepest sympathy to Lena O'Connor on the death of her sister recently.

We were happy to see Elizabeth Mowder at last week's program dinner. Miss Mowder has made a marvelous recovery. Among other new faces were guests from near and far-away places: Miss Rose Schmidt of Alameda and Mrs. Estelle Zak of Melbourne, Australia, guests of Rose O'Brien. Miss Josephine Clark had as her guest her sister and Margaret Downey of Oakland. Doctor Mildred Nichols, a very attractive dentist and possible new member, the guest of Marion Morris. Lillie Webster had as her guest Mrs. Grace Ward. Laura Clough, also a prospective member, was in the merciless hands of your Winchell and membership chairman.

We acknowledge a new exchange paper, *Alliance,* published by the Alliance of Business and Professional Women of Chicago.

Genevieve Allen, chairman of the local branch of the National Women's Party, spoke on Tuesday morning at the public welfare, industrial and social service departments of the City and County Federation of Women's Clubs, urging equal pay for equal work under the NRA, regardless of sex.

Letitia Farber is legislative chairman of the Twelfth District of Women's Clubs and chairman on Narcotics for the City and County Federation.

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Those captivating, new, youthful modes
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. . . but Kay keeps ahead. For as low as $5 sh
makes individual (and ARE they individual!) hat
right on your head . . . from your own material,
you prefer. For $3 she remodels 'em. Plenty
large head sizes, as well as small.

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DEC 28 1933
SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 | DECEMBER 9, 1933 | No. 49

CALIFORNIA ACADEMY OF SCIENCES LIBRARY RECEIVED DEC 9 1933

Weekly Program — *Coming Events*

December 12—Book Section, 7:30 P. M.

December 14—Choral Section, 6:45 P. M.

December 14—Thursday Open House.

Hostesses

Margaret Bell
Elsie Maclaren — **Louise Stivers**
Susie Hicks — **Allene Schuerbrock**
Maude McLaughlin

SECTIONS

***Book*—Second Monday, 7:30.**

***Civic Section*—Fourth Monday, 7:30**

***Dramatic*—Second and fourth Tuesdays, 7:30.**

***Swimming*—Wednesday, 5 to 9.**

***Choral*—Thursday, 6:45 to 7:45.**
At Club Rooms.

DRAMATIC SECTION

I wish to express my appreciation and thanks to he members of the Dramatic Section for their help nd co-operation in putting the show over, also Mrs. Iaxwell and Mrs. Steidel for the fine publicity and ssistance, and to those members who so graciously elped to dispose of the tickets. I enjoyed working ith you all.

Sincerely,

ROSE A. BEZEK.

There will be no meeting of the Dramatic Section n Tuesday evening, December 12, but

A THEATER PARTY

On Sunday night, December 10, *Sailor, Beware*, at he Curran Theater; price, 55 cents. Tickets from ertrude Tubbs.

BOOK SECTION MEETING DECEMBER 12, 1933, TUESDAY EVENING AT SEVEN-THIRTY

Since this is the month of Christmas, it seems tting the December program should in some meas- re carry out the spirit of the day. We are happy to nnounce that Eva Smith Hackett, our own charm- ng member, has promised to give a reading from *he Lost Word*, by Henry Van Dyke; *The Great uest Comes*, by Edwin Markham, and perhaps some hristmas poetry. We think that Mrs. Hackett is enerous to do this for the Book Section, and hope l the club members who can come will do so. Elmira elly will tell us the latest news pertaining to cur- nt fiction. Remember the date for this month's eeting has been changed to Tuesday, December 12, the club rooms.

GRAYCE DEMPSEY, Chairman.

SUPPRESSED DESIRES

December 19

Didn't you ever want to be a policeman? A Du Barry? A ballet dancer? A prizefighter? A Fairy Princess? A Cleopatra? A cheer leader? Little Eva? Little Nell? Oliver Twist? Or something that you are not? Then hunt through your ragbag and devise a costume that expresses your "suppressed desire." If you don't want to wear the costume to the dinner, we'll give you time to dress before the Parade. Get hold of Margaret Torreyson, if you want to consult her. She may know of a costume you can borrow. Anyway, register with her for the Parade. I am going to be in that Parade as ———.

Yours for a jolly evening,

E. S. A.

NOMINATING COMMITTEE

Carolyn Weber, Chairman
Florence Attridge
Nell C. Boardman

Article IX, Section 2: This Nominating Committee shall prepare a list of nominees for Directors and Officers to be elected for the ensuing term. The report of said committee, signed by the chairman thereof, shall be read at the first business meeting in January. The names submitted shall constitute the regular ticket for the Board of Directors and Officers at the next annual election. The list of candidates so nominated shall be posted by the Secretary upon the Bulletin Board of the Club at least two weeks prior to the annual meeting at which the election of the Board of Directors and Officers shall take place.

FLORENCE ATTRIDGE, Recording Secretary.

The Business Woman

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San Francisco *Telephone, Prospect 8347*

Subscription rate.....$1.00 per year
Single copies..... .05

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Club Reporter.....Dr. Adah Ruth Taylor
Accounting.....Jean E. Kerrison
Advertising.....Cecilia Spade

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First Vice-President.....Margaret Torreyson
Second Vice-President.....Sylvia Kempton
Recording Secretary.....Florence C. Attridge
Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

Office Hours from 11 a. m. to 4 p. m. Except Saturdays

THE PLAY'S THE THING

(Our reporter for this year's dramatic show is the charming young sister of our member, Judge Theresa Meikle, Mrs. James Carson, who kindly consented to give us her impressions of the performance as received by Mrs. Audience outside the ranks of the membership. We are grateful to Mrs. Carson for her fine article.)

A VISITOR VIEWS THE SHOW

By Felicia Meikle Carson

"We came to mock and remained to praise" is not exactly an accurate parody. I am acquainted with too many of the eminent women of your club and conscious of their fine accomplishments in various business and professional fields, to have any idea of "mocking" any of their endeavors. But it does partly describe the air of condescension with which we are apt to approach any so-called amateur productions. So it was with very real surprise and pleasure that I found myself completely carried away by the interest of the plays and the convincing performance of the players.

In the first, a conversational comedy, in which "husbands large and husbands small" were discussed in no uncertain terms, a group of devoted but distracted wives tried in vain to persuade Amanda (Louise Alfsen) to check up on some of the pet faults of her perfect Henry before she married him.

Julia (Josephine Rudasill) suffered from a husband, otherwise a perfect lamb, who insisted upon treating the French language, frequently and in public, with the greatest cruelty. Lucy's (Lilian Elias) darling was always late for his meals even when she had made corn fritters! Amy (Florence Attridge) was the "champion picker-up" in a household where clothes were dropped in any convenient place and Sunday papers carpeted the floor, which sounded heavenly to Eve (Thelma McGuire), whose husband was painfully neat. Cecil (Ednah Butler) contributed harrowing anecdotes of wives she had known who left their husbands for stirri their coffee too vigorously, until poor Aman should have been convinced that matrimony, e with Henry, was uncertain and insecure.

With the interest depending entirely upon c versation, with no supporting background of plot situation, the skill of the players was entirely sponsible for sustaining interest in the sketch. fact, so natural and chatty was the presentation t I wondered if others in the audience besides mys had difficulty in refraining from joining in wit recital of husbandly shortcomings.

Joint Owners in Spain, in spite of its roman title, took us to a room in the Old Ladies' Ho and a revelation of human nature which in its pat and throat-tightening simplicity completely bel the sub-title, "a one-act comedy." For while th was humor in the spectacle of Mrs. Blair (Cloti Grunsky) donning her winter flannels in preparat for the sleigh ride, there was nothing funny ab her desire for a place of her own with a front d where her neighbors knocked before entering. To so really funny, and at the same time make you w to cry, was a piece of real acting which, to my mi was the high spot of the evening.

Equally fine was the performance of Miss D (Charlotte McClelland), the hale and hearty inva who was thoroughly convinced of her infirmities a the injustice heaped upon her.

Margaret Bell did good work with her part as disgruntled occupant of the room unwillin evicted, and Mrs. Underwood maintained a prof sional but benign attitude in her role as the matr

Invited by the beautiful prologue (Betty Walto to follow her behind the scenes of *Juliet and Rom* we found the temperamental Juliet (Carol Bachich) in a fine rage because Romeo (Mr. Edw Keese) considered his part the more important. perfect depiction of youthful petulance in contr to the venerable tolerance of the old man (Mr. Al Wood), who assuaged their professional jealo and revealed their love for each other, at the sa time he discovered in Juliet's maid (Belle McD ald) his own long-ago love who had played Juliet his Romeo.

And so I left the theater completely stripped my cloak of condescension and enthusiastica agreeing with everyone who proudly exclaim "Wasn't it all simply splendid!"

CLUB NOTES

Adah Ruth Taylor

We hear that Elmina Kelly has been very b cleaning and redecorating her apartment on Tay Street after a fire. Fortunately, Miss Kelly repo small losses, a watch and a few things picked up the excitement, and most fortunate of all, she sa the precious manuscript of the book on which sh working.

Marion Morris and Jessie McKinney motored Sonoma Mission Inn for their Thanksgiving dinn

Doctor Susan Hamilton spent Thanksgiving w her relatives in Ukiah.

Lillian Hall has just returned from a trip Santa Barbara, where she attended a women's c ference for the State Civil Works Administrati Mrs. Hall tells us that our state president, Winif Frye, and Doctor Aurelia Reinhardt, president Mills College, were among the 155 women who tended the conference. The resolution adopted t be found in another part of this issue of The Bu ness Woman.

CHRISTMAS CHEER FUND

The welfare fund raised by the members each Christmas is a purely voluntary contribution. There will be no solicitation except through the columns of THE BUSINESS WOMAN. If you wish to give, the amount of your offering, no matter how small, is known to no one but yourself and the chairman, as totals only are announced in the final report. Clothing, and home-made jams, jellies, and preserved fruits can also be used in the Christmas boxes. May we have your offering soon?

THURSDAY NIGHT

The Thursday nighters, having proved their plan celebrating members' birthdays a success, will on ursday, the 14th, observe the birthdays of all mbers falling in December. Through the courtesy one of our members, Mme. Marie Glenn-Estill, a Shearer Frost will sing several numbers, accomied by Marion Kislingbury.

ADDITIONS AND CHANGES

We welcome the following new member to the b:

akemore, Mary (Mrs. R. M.)
Victoria Hotel, EXbrook 2540
Bancroft Whitney Company, Secretary
MArket 0378

Changes of address:

Leora Butler, 3300 Laguna Street.
Rae Morrow, 1447 Jones Street, PRospect 6488.
Mary Bear, residence phone, DOuglas 5349.
Elsie Monte, residence phone, TUxedo 1314.
Adah Ruth Taylor, office, Hale Brothers, Inc., Xbrook 7122—SUtter 8000.

SANTA BARBARA CONFERENCE

Following is the text of the resolution adopted at Santa Barbara meeting attended by Lillian ll:

'1. That this, the State Civil Works Administran, be requested to issue immediately to all repretative women's organizations a simple interpreion of sources and possible uses of funds for men's projects;

'2. That existing agencies and organizations or mmittees already established be used to the fullest ent in the carrying out of the women's projects;

'3. That the co-operation of both lay and prosional groups be obtained in promoting and carng on these projects;

'4. That the Federal Re-employment Office be uested to establish a place for the registration of men which is physically separated from the ofs where men apply and which is equipped with per personnel to register and vocationally classify men applicants, and further, that a survey be de at the earliest possible moment of the number each classification;

'5. That the State Civil Works Administration requested to permit the use of non-profit philanropic organizations and institutions as co-operatg agencies on women's projects;

'6. That a meeting of women's organizations ilar to that held today be planned for some ture date.

"HELEN VAN DYKE, from Los Angeles County of the C. W. A.
"WINIFRED FRYE, Santa Barbara County.
"LILLIAN M. HALL, San Francisco.
"AURELIA REINHARDT, of Mills College."

SAN MATEO'S INVITATION

Once more we are approaching our annual birthday dinner, and, as always, we are thinking of our good friends whom we would like to have with us in celebrating that occasion. We would be so happy if you and some of our San Francisco neighbors can join us at that time.

The place is the Benjamin Franklin Hotel; the time, Tuesday, December 12, at six-thirty; and the price is one dollar. We can promise you good food, lots of entertainment, and a most hearty welcome.

Reservations with Mrs. Burlingame not later than December 11.

BIRTHDAY PARTY

On Saturday, November 25, a group of board members headed by our president, Bertha J. Dale, met at an informal luncheon in honor of the birthday of Sylvia Kempton, second vice-president, and Adah Ruth Taylor, membership chairman, in the main dining room at the Western Women's Club. The table was decorated in Thanksgiving colors. Birthday cards and simple gifts expressed the appreciation of their fellow board members for the good work done by Sylvia as chairman of the Finance Committee, and Ruth Taylor as Membership Chairman this year. The girls did not tell us how old they are, but if a woman is as old as she looks, appearances are all in their favor; and if she is as old as she feels, we know they were happy at this little attention from their fellow workers.

BOARD MEMBER.

DR. SUSAN HARRIS HAMILTON
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Residence, EV ergreen 7742

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Those Lovely Hand-made Handkerchiefs
For Fifty Cents and Up
●
Also a Beautiful Line of Fine Hosiery and Exquisite Lingerie, Dance Sets and Slips
at popular prices
●
THE GOODWIN CORSET SHOP
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494 Post Street **514 Mason Street**

BUSINESS WOMEN'S LEGISLATIVE COUNCIL

Excerpts from the November Bulletin of the Council which may interest our members, particularly of the Civic Section, are:

"At a recent public meeting the president of one of the largest women's clubs in Los Angeles said women should abandon their jobs in favor of men. 'Woman's place is in the home, man's at work. Those professional women who do not actually need their jobs and work simply for excess money should give them up.'

"This club woman comes from a socially prominent and wealthy family and has always enjoyed the luxuries of life. Yet she dares to criticize other women who desire some of the benefits she enjoys and are willing to work for them. Has this person given up her 'excess money' so that more men may have jobs? We haven't heard of it!

"Although there has been considerable publicity recently about the higher wages paid to women in this State (on account of its minimum wage law) than the wages under the NRA codes, there still remains the problem of enforcing this $16 per week wage decreed by the Industrial Welfare Commission for women. At one time news items carried the information that Attorney-General Webb ruled that the NRA codes superseded State codes when in conflict. Whether he has changed his opinion is doubtful.

"If the State minimum wage of $16 per week for women only is enforced as against the $15 per week under the retail code just adopted, it means just one thing: men will be employed whenever possible and a large number of women and girls will lose their jobs.

"Minimum wage laws for women only have been adjudged unconstitutional by the Supreme Court of the United States. The California law has never been tested, so continues to try to function.

"Our Council believes thoroughly in a minimum wage—*if* it is applied alike to all workers."

Office Telephone SUtter 3186 — *Residence Telephone* WAlnut 0973

FRANCES EFFINGER-RAYMOND
Manager

The Gregg Publishing Company
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619 California Street
San Francisco
Phone DOuglas 0551

The "Pinked Hat" has put Michael Arlen's "Green Hat" sadly in the shade this season! Pink your hat . . . for chic (and not with dye) . . . and Kay knows just where and why to pink. For $5 and up she makes 'em right on your head . . . and they're too divine! From your own material or hers. And for $3 she remodels 'em to chic perfection. At 406 Sutter Street.
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SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

ol. 10 DECEMBER 16, 1933 No. 50

Weekly Program

Coming Events

December 19—Dinner, 6:15 P. M.
Western Women's Building.
Christmas High Jinks.

December 21—Choral Section, 6:45 P. M.

December 21—Thursday Open House.

Hostesses
Jessie McKinney
Lucile Cordrey — Allene Schuerbrock
Netta Jones — Minna Brown
Madelon Saxon

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30.

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

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SPECIAL ATTRACTION

Don't forget—Thursday Nighters have a treat in ore for them on December 21—when our Choral ection, under the direction of Florence Drake eRoy, will sing Christmas carols for us. Come, and ing your friends. B. WALTON.

CHRISTMAS SUGGESTION

Girls, attention! Here it is in time to be included your box of home-made Christmas candy — the cipe for that delicious date candy so kindly ought to the Thursday Nighters a few weeks ago Rose Haas. Although it looks complicated, Rose lls us it is very simple to make—and, indeed, it's rth trying—if you were fortunate enough to have piece, you know!

Date Loaf Candy

2½ cups sugar; 1 cup milk and cream mixed; mp of butter size of walnut. Cook sugar and cream ixture until it forms a ball in cold water, then add e butter. Have package of dates stoned and opped. Add to the mixture, after it forms a ball cold water, then continue cooking until the dates ssolve (cook slowly); then beat until you can ndle. Add 1 cup chopped nuts. Have a cloth rung out of cold water, lay flat on table, spread e mixture on it with a wide knife, then roll the xture up like a jelly roll. Hang in a cool place to rden. Slice.

CHORAL NOTES

An extra meeting of the Choral Section was held st Tuesday at the studio apartment of Mrs. LeRoy r the assignment of parts in the Christmas can- ta. Solos will be sung by Adele Metzner, Joseph- e Rudasill, Mae Barr Long, Cornelia Seeley, and Ida Rose Grebinar. There are two trios in the cantata, one to be sung by Mae Barr Long, Rose Haas, and Cornelia Seeley, the other by Florabel Smith, Adele Metzner, and Elsie Maclaren.

As Mrs. LeRoy had to be with her Choral group in St. Helena last Thursday, Merle Curington substituted as director here, and a very satisfactory hour was spent working out some of the more difficult parts of the cantata.

Betty Walton has asked the Choral to sing Christmas carols at Open House next Thursday, December 21.

ELSIE MACLAREN.

WINTER HIGH JINKS
PODUNK DISTRICT SCHOOL

Parade of Suppressed Desires

Callie says: All papas and mammas are invited to the Christmas Party of the Podunk District School on December 19.

R. S. V. P. to Superintendent Burlingame.

If you plan to attend the dinner in a suppressed desire costume, come all dressed up *before dinner*, as your presence will add to the gay and festive picture in the ballroom and there will be parts of the program during dinner which you would miss while dressing. For those who plan to join us after dinner, please be in the ballroom by 7:30, as the general program will start at that time.

E. S. A.

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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

CHAIRMEN OF STANDING COMMITTEES

Finance.....Sylvia Kempton
House.....Jane W. Smith
Membership.....Dr. Adah Ruth Taylor
Program.....Elizabeth S. Adams
Reception.....Betty Walton
Publicity.....Lucia R. Steidel

CHAIRMEN OF COMMITTEES AND SECTIONS

Book.....Grayce Dempsey
Choral.....Mae Barr Long
Civic.....Dr. Crete A. Crockett
Dramatic.....Rose A. Bezek
Historian.....Nan G. Lawrence
Public Relations.....Ethel M. Johnstone
Remembering.....Ida M. Reed
Sunshine.....Mathilda J. Schimpf

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

Office Hours from 11 a. m. to 4 p. m.
Except Saturdays

CIVIC SECTION MEETING

A lively controversy between two men speakers over the Central Valley water project, and four interesting talks by club members on three phases of civic activity crowded the program at the Civic Section meeting, Monday, December 4.

Speaking affirmatively, Mr. George C. Holberton approximated the cost of the water project at $170,000,000, the federal government to contribute about thirty per cent, and stressed the benefits to agriculture and unemployment. Mr. Henry C. Clausen, spokesman for the Junior Chamber of Commerce, denied such a sum is available as federal aid and said the Junior Chamber feels the measure has merit but cannot recommend it because it is too dangerously drawn as it now stands. The Commonwealth Club has put out a booklet, available on request, giving both sides, and it is recommended to club members who wish to inform themselves on the measure before voting.

Dr. Harriett B. Ward told us about San Francisco's playgrounds, bringing out the value of supervised play as a preventive of juvenile crime.

The next two speakers discussed different phases of one of the New Deal's most important problems —unemployment and employment relief. Mrs. F. A. Nikirk, of the Y. W. C. A., had as her topic "The White Collar Woman." The lines are no longer clearly drawn between the white collar worker and the woman in industry, she said; we are all on about the same plane, and Mrs. Nikirk stressed the need of organization for those of us not already members of trade union groups. Her stories of the efforts of local relief agencies to find employment for white collar women were exceedingly interesting, and according to Mrs. Walda E. Rowcroft, the next speaker, many of them are in her Red Cross Sewing Room. Mrs. Rowcroft makes that sewing room sound like a place where a relief dollar buys one hundred cents' worth of real work.

Naomi Hammond closed the program with a brief but comprehensive discussion of our dependent and delinquent minors, why we have them and how we take care of them.

It is noticeable that the club speakers at the Civic Section meetings get a lot out of presenting their subjects. They seem able to convey their own enthusiastic interest to their listeners.

VIVIAN YARBROUGH.

THIS IS YOUR COMMITTEE

The matter of election of officers being the business of the entire club, and the Nominating Committee desiring to function to the best interests of the membership, it is therefore requested that all suggestions members may have as to nominees for officers and directors be submitted to the Nominating Committee promptly.

NELL C. BOARDMAN,
FLORENCE C. ATTRIDGE,
CAROLYN WEBER, Chairman.

AN UNUSUAL CAREER

The occupation of Ruth Parton, the only licensed race horse trainer in America, is an interesting and unusual one. The pioneer in any new business or profession is of concern to all women. Miss Parton trains race horses as a business. Having inherited a large ranch in Washington, on which she breeds fine horses, it was but a logical step from breeding to training her own animals. She is acknowledged by men in the business to be as keen a judge of horse-flesh as any man, but has encountered the usual masculine prejudice. Miss Parton has been refused a training license at our own Tanforan track, although she has previously been licensed on other large Western, Canadian, and Mexican tracks. "Unwomanly," doubtless, although Miss Parton is said to be charmingly feminine, smartly dressed and gracefully assured in her chosen calling. Records and tionaries experience changes of heart and such barriers are broken down in time. We trust that Miss Parton will meet with the success she deserves when next she applies to the Tanforan judges.

DID YOU ORDER THIS?

key chain with the national emblem (about the of a fifty-cent piece) has been sent to Mrs. ngame by William H. McCarthy, Postmaster an Francisco, with a notice: "Dead Letter on, San Francisco, Calif. FOUND LOOSE IN LS." Since it was found in the San Francisco it is quite possible it was ordered from national quarters by one of our members. If you ordered everal weeks ago, this may be yours.

CLUB NOTES

ADAH RUTH TAYLOR

. Frieda L. Kruse celebrated her first wedding versary with her husband, Mr. Roy Sherburne, eneral Grant National Park.

argaret Torreyson, our first vice-president, d before the Women's City Club recently on vocations for young women desiring to enter business or professional life.

he of the judges at the electrical equipment 's speaking contest for women was our own Reed.

e are happy to welcome back to the club circle r a year's absence in Sacramento our good ber, Alice Jones, who served as recording sec- y under a previous administration.

ood news has been received from Mills Memorial pital in San Mateo of the automobile accident in h Louise Buck was injured. It was thought at that Miss Buck had suffered a fractured skull, we hear that she was able to sit up a few days owing the accident, and we trust is now well on road to recovery.

helma McGuire has returned from a visit of ral days with her mother in Fresno.

earl Smith was a week-end visitor in Los An- s and Boulder Dam.

ur president, Bertha Dale, was at home with a chial attack for almost a week following the iness meeting of December 5. Miss Dale has rned to her office and is feeling much better r the enforced and probably much-needed rest.

ucia Steidel and Margaret Girdner talked before sidio Junior High P.-T. A. on December 5, Mrs. idel on vocational training, which subject she is ely well qualified to discuss, having directed the tsteps of many aspiring young business women ng the proper path to success.

Margaret Girdner's topic was library use from teacher's standpoint. Miss Girdner is librarian Galileo High School.

Almyra Duffey is spending several weeks in San e, and is much missed by the Thursday night ups. But Almyra has promised to come up and us some time.

Lenore Underwood has been appointed Juvenile rt representative of the City and County Federa- n of Women's Clubs.

Mae Barr Long has been home from her office in State Building for several days, having slipped d injured her knee in the building last week.

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MODERN WARFARE

The following quotation from *The Way of Escape*, by the brilliant British war correspondent, Sir Philip Gibbs, is worth reading:

"In the last war human motives, purposes, ideals—even its hatreds—were overwhelmed by the monstrous mechanism of a business which was superhuman in its effects.

"What good came out of it for any nation? What good did the Germans hope to gain? More customers for their manufactured goods? But after declaring war they killed their customers and ruined themselves. All nations declared it was a war of defense. How idiotic to defend themselves with a suicide pact destroying all their reserves of wealth!

"The last war settled no arguments for any length of time. The French still feared the Germans. The Germans still hated the French—with an even greater hatred. After the war there are more causes of quarrel between nations than there were before—many smoldering fires which may burst into a general conflagration unless stamped out by a younger generation advancing to some new goal of civilization.

"Youth knows that war is dangerous. But youth, yearning for adventure, does not know that war is damned silly; that it is the last resort of the fool and the mob, the great chance for the wooden head under the brass hat; that it is the denial of life's beauty and our best code of decency. The younger minds today must decide for themselves whether they think this kind of war, or any other, is worthwhile for any purpose whatever.

"There cannot be a complete abandonment of force until human nature changes more than a little, and until the ideals of civilization are world wide. But we can envisage at least the limitation of armies and fleets to defensive and police purposes, governed by the allegiance of nations to a code of international law. That is the way of advance, and that is the task of a new, youthful leadership for which the best intelligence of the world is waiting."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 DECEMBER 23, 1933 No. 51

CALIFORNIA LIBRARY JAN 17 1934 RECEIVED ACADEMY OF SCIENCES

Christmas

A magic word. It turns the pages of memory backward to that first Christmas when the Three Wise Men of the East followed a Star. It adds a new and deeper meaning into that beautiful phrase

"Peace on Earth, Good Will Toward Men"

It creates a mental and spiritual state that reduces the dross of our every-day lives in the crucible of unselfishness, and by its alchemy transmutes that dross into pure ingots of love and happiness.

May each and every member of our club enjoy to the utmost a Very Merry Christmas and a Happy New Year.

BERTHA J. DALE, President.

SAN MATEO'S BIRTHDAY

Whoo! The wind didst blow! The rain didst huge! Yet all within was merry. Cheery women pretty evening gowns were celebrating the eighth rthday of that congenial and hospitable San Mateo ub. Members from Alameda braved the elements, came mixed on the San Mateo Bridge—the ma- ine misbehaved and they had to walk! However, ey arrived in time to enjoy the fine turkey dinner rved by the Benjamin Franklin Hotel. The birth- y cake, of course, was in evidence, but there were dividual cakes for each, adorned with a candle— d more than a hundred were present. Lights off, e room looked a fairy grotto with the flickering e candles and the radiant faces, the bright color gs. Past President Kay Bartle presided, intro- cing the new regime and presenting President aidee Pohlmann (serving her second term by nanimous demand) with a gold president's pin, a ken of appreciation from the club. Installation mpleted, adjournment was had to the spacious nge of the hotel, where an hour's diversion was joyed, under the direction of Miss Theresa Weber. oung men from the San Mateo Junior College gave sic in variety—classic, sentimental, and modern. his placed the group in receptive mood for the ny laughs afforded by Miss Charlotte Wilbur, o offered monologues—the demands of the audi- ce were insatiable and she was generous. Singing Christmas carols by the members completed an ening of charm and happiness and San Mateo ters her ninth year with high hopes.

And when the party disbanded the stars shone proval.

GURTY.

SPECIAL ATTENTION DRAMATIC SECTION

Our next regular meeting will be Tuesday, December 26, and Mrs. Hackett will be with us on that night. You have done such splendid work during the year, with the results shown in our last performance, that we do not want to lose what we have accomplished, therefore make a special effort to be at the meeting on next Tuesday night. All members of the club are invited to join this section.

ROSE A. BEZEK, Chairman.

Weekly Program

December 26	Dramatic Section, 7:30 P. M.
December 28	Choral Section, 6:45 P. M.
December 28	Thursday Open House, 8 P. M.

Hostesses

Alice Kennedy

Edith Floyd — Allene Schuerbrock

Hazel Jacoby — Rose Haas

Frances Egan

The Business Woman

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Accounting.....Jean E. Kerrison
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Executive Secretary.....Irma M. Burlingame
Treasurer.....Alice B. Kennedy
Auditor.....Amabel Wilson

Honorary President, Lillian Palmer

DIRECTORS

Marion Morris — Daisy K. Prechtel
Rae Morrow — Margery E. Shaffer

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A RARE TREAT

Such was the unanimous acclaim of the Thursday evening group on December 14, when Ada Shearer Frost, contralto, was presented in a program of songs with Marion Kislingbury at the piano. This delightful evening of song came to us through the courtesy of our member, Marie Glenn-Estill, an old friend and fellow-student of Mrs. Frost in Chicago and New York, with whom Mrs. Frost is visiting while in the city.

One rarely hears a voice of such volume, power, and richness, combined with beauty, flexibility, and delicacy, as one finds in Mrs. Frost's voice. Contrasts from every angle of artistic production were brought to us by the singer, while her flawless diction delighted the most exacting ear. It was indeed a rare treat to hear a singer whose every delicate impulse sent forth a wealth of tonal beauty, while th countenance, radiant with the joy of expression, re flected a depth of poetical understanding rangin from the "Samson and Delilah" and "Faust" numbers to the folk songs of lighter vein.

As the "birds flitted across the sky" with sug sweeping delicacy one marveled that a voice of suc radiant power could maintain the same vital spar in her most delicate passages.

Quoting one of our members, "Mrs. Frost no only has a magnificent voice, but her productio manifests painstaking training." And we are tol this is the result of treating the voice as a stringe instrument. We find in Mrs. Frost's productio sincere and unaffected artistry, also the cello qualit to which Eastern critics often refer.

Such a degree of poise and ease of production on finds only in the great artist, and we are heart an soul ready to place Ada Shearer Frost among th "chosen few."

Miss Kislingbury's accompaniments were bot vital and sympathetic. She delighted us, too, with piano solo, *To Spring*, by Grieg.

Mrs. Frost's selections were:

Quando a te lieta.....Faus
Harp of the Woodland.....Marti
Sunrise and Sunset.....Spros
My Ain Folk (encore).....Lemo
Mon Coeur s'ouvre a ta Voix.....Samson and Dalil
Calm at Sea.....Stur
Midsummer (encore).....Amy Wort
Bondage.....Te
War.....Roge
Dusk in June.....Fay Fost
Coming Home (encore).....Willeb

After the program, members and guests enjoye a cup of tea with the December birthday girls Susie Hicks, Doctor Crete Crockett, Florence Calh han, Lenore Underwood, and Ethel Maxwell, serve with a luscious chocolate angel food cake made b Mrs. Underwood and a beautiful birthday cake wit twenty-five lighted candles from the Mary Eleano Tea Room. We were happy to see our membe Annie Little Barry present, and hope she will a quire the Thursday night habit. New members w were glad to welcome were Florence Callahan an Mary Blakemore. There were so many present th it was difficult to see everyone, but we feel sure o hostess, Betty, hopes they will all come again.

THURSDAY NIGHTER.

You earn two incomes, one for today's needs, the other for the older woman you will some day be. Be certain that at sixty she (you) will have a comfortable Christmas.

HAZEL JACOBY

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A Merry Christmas and a Happy New Year
from the
Board of Directors

Greetings at Christmas
and may every day of
the New Year bring
happiness to you.
ISABELLE E. BANZ

CLUB NOTES

ADAH RUTH TAYLOR

ERRY CHRISTMAS TO YOU ALL.

r. Crete Crockett is spending Christmas with
nds in Oroville.

r. Rae Morrow will be in Los Angeles and Santa
bara for the holidays. Also motoring with her
r and brother-in-law to Los Angeles will be Ade-
e Mason, who will spend Christmas with her
ghter.

vangeline Spozio is enjoying a two weeks' vaca-
in Saratoga.

id you see in the *What Women Are Thinking*
mn of the San Francisco *Chronicle* for Decem-
11 the very clever article by our member, Clo-
Grunsky? It presents to thinking women a
tical plan for maintaining an even keel between
doughnuts and our dollars.

arolyn Weber, chairman of this year's Nomi-
ng Committee, was the principal speaker at the
hday dinner of Richmond Business and Profes-
al Women's Club on December 12. Carolyn's
ject was the significance and advantages of
mbership in the National Federation. We wish
might have been present to hear the talk, as we
always proud of Carolyn when she represents us
oad.

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Very Merry Christmas and
Happy New Year
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Best of Christmas cheer
And best of all Good Fortune
Throughout the coming year.
ANITA K. MAYER

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With the best of all good wishes
For Christmas and the coming year.
JESSIE D. McKINNEY

MERRY CHRISTMAS AND HAPPY NEW YEAR
to all our members, old and new
CLOTILDE F. GABRIELE

One good wish deserves another
At this time of cheer,
So to Merry Christmas
I'll add A Glad New Year.
MARY F. MOONEY

Greetings and Best Wishes for a
Merry Christmas and a Bright and
Happy New Year
to all my friends, the club members
IDA ROSE GREBINAR (Grebbie).

GREETINGS
Wishing all our members Christmas Cheer
And Happiness throughout the coming year.
RAE MORROW

"God bless us every one," says
Tiny Tim, and so says
LILLIAN M. HALL

VIOLET NEUENBERG wishes you
all a very Merry Christmas
and a Happy New Year

MERRY CHRISTMAS AND BEST WISHES FOR A PROSPEROUS NEW YEAR TO ALL MY GOOD CUSTOMERS IN THE B. P. W. C.
ANNA S. HUNT
THE GOODWIN CORSET SHOP

Greetings to all of you
Far and near—
For a Merry Christmas
And Bright New Year.
THE HOUSE OF O'BRIEN.

Merry Christmas wish I thee
And that the coming year may be
Unshadowed by a grief or fear,
Undimmed by sorrow, sigh, or tear.
May Christmas joys bring blessings sweet
And Holy Angels guide thy feet
Safely o'er the untried way
That opens on the New Year's Day.
HAZEL JACOBY

DR. ADAH RUTH TAYLOR (Chiropodist)
and
MARGERY SHAFFER (Embryonic Chiropodist)
extend to you best wishes for a
happy holiday season

May Yuletide gladness fill your heart
Not just on Christmas Day,
But may its brightness never cease
To cheer you on your way.
MAE and JACK LONG
MOTHER and DAD OSGOOD
ATHALIA and ALLISON

Wishing the club members
happiness and prosperity for
the coming year
LENORE D. UNDERWOOD

Merry Christmas and a Happy
New Year
IDA J. LORD

TO ALL CLUB MEMBERS:
TO WISH YOU A CHRISTMAS
BRIMMING WITH CHEER
AND LOTS OF GOOD LUCK
IN THE COMING YEAR.
MATILDA J. SCHIMPF
(Mary Sunshine)

SPECIAL COLLECTION

The Business Woman

Official Publication

Business and Professional Women's Club of San Francisco, Inc.

Vol. 10 DECEMBER 30, 1933 No. 52

CALIFORNIA LIBRARY ACADEMY OF SCIENCES JAN 17 1934 RECEIVED

Weekly Program

Coming Events

January 2—DINNER, 6:15 P. M.
Western Women's Building.
BUSINESS MEETING.

January 4—Choral Section, 6:45 P. M.

January 4—Thursday Open House, 8 P. M.

Hostesses
Grayce Dempsey
Ida Grebinar Daisy Dennery
Daisy Dennis Sara Rosenberg
Allene Schuerbrock

SECTIONS

Book—Second Monday, 7:30.

Civic Section—Fourth Monday, 7:30

Dramatic—Second and fourth Tuesdays, 7:30.

Swimming—Wednesday, 5 to 9.

Choral—Thursday, 6:45 to 7:45.
At Club Rooms.

Please make dinner reservations early at Club Rooms, PRospect 8347

GREETINGS FROM THE NATIONAL PRESIDENT

I send you the wish that the approaching New ar may bring to you individually, and as a Fed- tion member, broad opportunities for service to is, your generation, and the consequent happiness at comes to those whose lives throughout the year flect the Christmas spirit.

GELINE MACDONALD BOWMAN.

OUR CHRISTMAS PARTY

Our club rooms, aglow with the Christmas spirit, oked lovely last Thursday night. Our president d our hostess were sorry all the members could t be present to hear the beautiful Christmas carols ng by our Choral Section, under the direction of rs. Florence Drake LeRoy.

For some time past the Choral group have been lding a series of parties to raise enough money to ve us a surprise. At the close of the singing, Mac rr Long, on behalf of the group, presented to the b fourteen beautiful silk rayon rubberized card ble covers. Between the new covers and the new cks of cards, Betty Walton is looking forward to ting up fourteen tables each Thursday night. is gift, with the lovely thoughts which prompted is deeply appreciated.

It is always a pleasure to greet the mothers. esdames Boardman, Dixson and Maclaren came to joy our tree and carols with us.

Just prior to partaking of the delicious cake pre- nted by Isabelle Banz, we enjoyed a "solo" waltz. whom? Too bad you were not there to have seen r yourself.

As each guest departed after our joyous Christ- as party, Betty and Jessie McKinney presented ch one with a dainty calendar and best wishes for ristmas and the New Year.

MARGERY SHAFFER.

"THE BUSINESS WOMAN" wishes you A HAPPY NEW YEAR

IMPORTANT ANNOUNCEMENT

The Board of Directors and the Finance Committee have approved the plan of the Ways and Means Committee to hold the club's annual card party on Thursday evening, January 18, in the gold ballroom of the Fairmont Hotel. We have had so many delightful club functions in this lovely room that that fact alone augurs well for the success of any party. The price will be three dollars a table; seventy-five cents the single ticket. Miss Torreyson, chairman of the Ways and Means Committee, has gone south to spend the holidays in Los Angeles, and we were unable to get from her such other information as is now available, but next week's BUSINESS WOMAN will carry full details, with the names of the committee in charge, and from whom tickets may be purchased.

BUSINESS MEETING

On Tuesday, January 2, one of the most important business meetings of the club year will be held. In addition to reports of club officers and committee heads, the Nominating Committee will present the ticket of officers and directors to be voted on at the annual meeting in February. The report of this committee should be of interest to every member, and it is the sincere wish of your president and board of directors that you make a special effort to be present.

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Except Saturdays

THE SUPPRESSED DESIRE PARTY

Well! I did not know that suppressed desires could be so desirable! I wish you could have seen Miss Adams as the sweet, coy bride—until she *had* to be herself, whereupon she hauled out a cigarette and started puffing on it! I thought sure we had been honored by the presence of Adolph Uhl until I was informed by *The Bum* (Louise Stivers) that *he* was Dr. Kruse! I did not know that three hours could pass so quickly. Something interesting happened every minute. I thought I'd never get through my dinner. The roll call was interrupted by the sauntering in of Dr. Crete Crockett impersonating the Dumb Bell with "Asia." After the roll call I thought sure I could finish eating (that is, if that Rose Bezek in her funny attire would stop her foolishness), but then my attention was attracted to the drawing of the door prize, which was won by one of our guests, Mrs. J. G. Maclaren. How nice that *she* should win this, and don't you envy Elsie having the chance to have a cup of that lovely home-made coffee? There ain't no justice, though! *Her* number was 178, and MINE was 179!!!!***c,@;/!--**. But one thing you do wonder—how can anyone get any work done around Miss Slaughter's law office? I ask to know! Perhaps she does not always wear that intriguing white Spanish regalia? Our vice-president ("just a redheaded woman") had the suppressed desire parade well planned. The gorgeous Mrs. Leola Good as Mae West invited us all up to "shimmie sometime", and you'd have to laugh at Lucia Steidel portraying her suppressed desire in the form of a string of kiddies. Among the charming costumes were Dr. Taylor's black and rose Filipino formal and the Guatemalan clothes worn by Florence Callahan and Edith Bristol (by the way, Hi, there, Mrs. Bristol! How about another speech or shall I call on Miss Dale again?) Look there at Marie Jensen's three darling girls! What else are you holding out on us? Or is it Caroline Bachich, the pirate, who h some more hidden treasures for us? My land! A then the schoolroom scene! Charlotte McClellan Ednah Butler, Clotilde Grunsky, Else Maclaren, R Grebinar, Rae Morrow, Lilian Elias, Edith Flo Adele Metzner, and Merle Currington represent a class giving the closing exercises in the little schoolhouse in Podunk, Tenn., in 1859.

Dr. Hamilton, the schoolmarm, all dressed up the occasion—spit curls, professional smile and carried her part well from her enthusiastic greeti to "the mothers and fathers here today," hopi for them that their "children would be bigger a better somethings some time" to her closing spee thanking the children for her present from the Xm tree—a bottle of cider! Even though the players hearsed only once, they were able to create the n ural atmosphere of a schoolroom. Here we saw d tinct *types* of children—the rowdy, the show-off, teacher's pet, the serious-minded, the demure, sw child. And then there was the throwing of spit ba gum chewing, wet pants, naughty noises. It wa real schoolroom. I felt very much at home.

The whole party was well organized. Strang were well taken care of by Miss Walton and M Burlingame, and an opportunity was given to beco acquainted with each other. The dinner was de cious; the program was delightful. And we w through by nine o'clock. I call that efficiency, psychoanalyst would remark that the head of club must be a business woman. How about it, M Dale? Of course, what *really* made the party se complete was the presence of our charming masc John T. Long!

OLIVE CHAUVAUD.

CHRISTMAS GREETINGS

From CLOTILDE GRUNSKY

(Miss Grunsky always writes such delightful p sonal cards that it is with much pleasure and permission of the author that we pass on to membership her little poem for this year.)

"God rest ye, merry gentlemen,"
The Christmas chorus sings;
And as they sing, they think, I know,
Of all that Christmas brings—

Of cakes and goodies, wreaths and feasts,
Of trees to decorate,
Of Christmas jinks at church and club,
Of presents, purchased late.

Like them, I want my friends to have
Of all good things the best;
And so I wish them Christmas joys
And then I wish them—rest.

EIGHT YEARS—HURRAH!

When you receive this issue of THE BUSIN WOMAN, our executive secretary will have been w us for eight years. Mrs. Burlingame solemnly wa each incoming editor and club reporter that she not news, and that week-ends in Los Gatos are items for the club reporter's column. So in mak this brief acknowledgment of invaluable service helpful advice to every president and officer, c mittee chairman and section leader, Mrs. Bur—i is to say, the executive secretary—*is* news. We k that every member joins with the president editor in wishing her many more years with us in sincere congratulations to the club for its g fortune in having her.

NEW YEAR, 1934

sten intently and you may discern
new note of promise for which men yearn;
his night of Chaos—disaster and strife—
ears in its womb the fetus of Life.

his embryo—offspring of Chaos and Life—
eds at a font where passions are rife;
creases in stature, bombards its walls,
ntil at last for action it calls.

his child at birth must be given a name,
name that will transform dishonor and shame,
justice, infamy, crime and greed
to a form with a quite new creed.

his latest born of eternal parents
ings strength, and poise, and tolerance;
spirit that burns with a blue-white flame,
cial Justice is his name.

HARRIETT B. WARD.

CLUB NOTES

ADAH RUTH TAYLOR

Margaret Lewis spent Christmas week with rela-
es in Susanville.

Virginia Himes, who is with us again after some
ars in China, attended our Christmas Jinks. She
d two charming prospective members as her
ests, Misses Hester and Turner.

Minna Brown had as her guest at the Christmas
rty her sister, Miss Augusta E. Zerkel, of Mar-
ette, Michigan. Miss Zerkel is a member of Mar-
ette B. P. W. C. and has served as its treasurer.

Lillie Kuck has been ill, but is much improved. It
rumored that she has lost 20 pounds.

Sarah McLaughlin sends greetings and good
shes to all her friends in the club. She tells us that
e reads of all our activities in THE BUSINESS
OMAN and the *Chronicle* with much interest.

Good news from across the bay reports that Mar-
ret Dailey has recovered sufficiently from her
ent operation to be able to leave the hospital and
spending the holiday season convalescing at her
other's home.

Mrs. Josephine Swan White, former president of the Oakland Club, stopped in the club rooms to extend greetings to the San Francisco club members.

Our Choral under the leadership of Mrs. LeRoy went to Hill Haven (formerly McKinley Orphanage) on Christmas Eve to sing carols and stage a Christmas party for the children.

We hear with regret of the severe illness of Sarah Ann Magill, and trust that she will regain her usual good health and be able to join us again soon.

Greetings have been received from Winifred Kerr, our member who now lives in Kansas; from Mable Gregson, Bay District president; and from Grace Patty, president of the Berkeley Club.

Z. Clements' enjoyment of the Christmas holiday was not augmented by having to spend most of the time confined to her room with an attack of "flu." We trust that she will be about this week-end to enjoy a Happy New Year.

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ONE DOLLAR A MONTH

Buys me:

One beautiful hospitable club room at my service whenever I want it. (I am also given dining-room privileges at the Western Women's Club).

One cheerful, friendly secretary ready to advise or help me in every possible way.

One lending library always at my service.

Four issues of the Business Woman, full of information and timely club news.

Four Thursday evenings of cheery companionship and entertainment.

One program meeting for stimulus and growth.

Two dramatic section meetings for self-expression and fun.

One civic section meeting of stirring discussion of vital topics.

Four choral rehearsals, delightful to those of us who sing.

One book section for interesting reviews of the outstanding books.

Membership in the State and National Federation, meaning shoulder-to-shoulder fellowship with a body of the finest business and professional women in the United States, working for the good of all women workers.

My Dollar pays for these organized activities. I may not participate in all of them, but I know this richness is mine if I choose to use it.

Bigger and Better than all these many services that are mine for a dollar a month are other values that are like the overtone in music. It is a privilege beyond all price in coin to meet in friendly converse the spl did women that make up the members I don't mean here only the thrill of shar a membership that includes our many Bugs like Nut P-Kahn and Judge Mei and Dr. Adelaide Brown and Marga Mary Morgan. I mean the splendid wor who are just plain hard workers and shar of heavy burdens like you and me. I h been of this membership one year, a y when income was reduced and burdens financial help to others were great, yet I with absolute conviction:

The Dollar a Month I spend for this memb ship is the Dollar that brings me the b value of friendship and inspiration and satisfaction. That I am identified with finest group of women in the city is a da source of pride. No other dollar in month's budget entitles me to equal ple ure—or greater privileges.

Written in sincere appreciation of what me bership in the S. F. B. & P. W. C., I means.

E. S. A

Suggestion: If you have among your friend good prospect for membership in the club, show this summary of the pleasures and privileges t may be hers for One Dollar a Month. It may be clinching argument.

Yuletide Aloha Nui O-KO
(Christmas cheer to each and every member of the club—that means you.)
ELIZABETH DUTOT

Bringing a greeting
And best wishes, too,
For the happiest kind
Of a New Year for YOU.
LOUISE M. O'HARA

Here's my New Year wish for you:
May health and wealth combine
And work their will, that you may have
A joyful, glorious time.
CAROLYN WEBER

It isn't only for today
I wish the members cheer,
But joy and peace be yours each day
Throughout the coming year.
IRENE FOSTER

May all our members be showered
With greetings warm, friendly, and true,
Each wishing as much of gladness
As this one wishes for you.
EVA SMITH HACKETT

To each a hearty greeting
From one who holds you dear.
May health and joy attend you
Throughout the coming year.
JEAN DOUB

Wishing the club members
happiness and prosperity for
the coming year
LEOLA GOOD

Best Wishes for a Happy Holiday Season
THELMA McGUIRE
Progressive Optical System

SEASON'S GREETINGS
from the
Waters Company
OLGA DAHL

2045-A

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NIGHT MESSAGE	
NIGHT LETTER	

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B.&P.W.

NO.	CASH OR CHG
	$ 3.00
CHECK	✓ and - ✓✓
TIME FILED	Jan. 21st

Send the following message, subject to the terms on back hereof, which are hereby agreed to

YOU WILL BE PAGED AT THE FAIRMONT HOTEL, MASON AND CALIFORNIA STREETS, SAN FRANCISCO, CALIFORNIA, JANUARY 21, 1932 AT 8:15 P.M.

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MARY BAKER - DAVENPORT 9888
BELLE BANZ - GARFIELD 4038
NELL BOARDMAN - KEARNY 3100
MARGARET GIRDNER - GRAYSTONE 2313
JEAN KERRISON - SUTTER 1706
HAZELDEAN MITCHELL - DOUGLAS 4664
LOUISE O'HARA - HEMLOCK 5200
BERTHA PIERCE - DOUGLAS 4730
MAY RILEY - FILLMORE 3842
MARY SEXTON - UNDERHILL 8068
NETTIE SMITH - MARKET 0575
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BERTHA J. DALE, CHAIRMAN.
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